

Spring and Summer 1958



All through this Spring, and clear to
the end of Summer, this catalog offers
more of your family's needs than ever before
...all at Sears everyday low prices



Shop the easy, modern SEARS TELEPHONE WAY

See pages 1388 to 1393 for numbers to call

Index starts on page 1399

SEARS, ROEBUCK AND CO.

925 South Homan Avenue, Chicago 7, Illinois

Satisfaction guaranteed or your money back

PARIS
FASHIONS
1958

THE CHEMISE LOOK



THE BOW-TRIMMED CHEMISE in lustrous acetate with satin-weave back . . . eases the waist-line; touches the hips with a band that curves around back above a narrow skirt. Raglan sleeves; buttoned back. Dry clean. Hat sold in millinery section, *State size*.
Misses' sizes 8, 10, 12, 14, 16. *Juniors' sizes* 7, 9, 11, 13, 15. Shpg. wt. 1 lb. 11 oz.
 031 H 7150—Sun coral. \$14.00
 031 H 7151—Navy blue. 14.00



THE BEAUTIFUL BLACK CREPE with a new importance . . . a back over-panel falls into a graceful curved cowl; low-placed bow accents two-piece effect in front. In smooth textured rayon and acetate that looks like fine silk; full lining of rayon organza. Long back zipper. Dry clean. Hat sold on page 27; jewelry sold on page 25A. *Order correct size*. Shpg. wt. 1 lb. 12 oz.
Misses' sizes 10, 12, 14, 16, 18.
 031 H 7633—Black. \$16.50

THE RIBBONED CHEMISE in screen-printed acetate taffeta, fully lined with acetate taffeta. The gentle shaping in front is subtly achieved by an inside waist-band . . . loose in back. Tapered skirt; 2-inch hem. Long back zipper. Black rayon velvet ribbon. Dry clean. Hat sold on page 8. Shipping weight 1 lb. 12 oz.
Misses' sizes 8, 10, 12, 14, 16; *Juniors' sizes* 7, 9, 11, 13, 15. *Order correct size*.
 031H6364—Sun yellow and coral print \$12.00

Luscious SEA COLORS



THE WONDERFUL SHIRTWAIST DRESS in silk and rayon, a billowy fabric that yields beautifully to this easy, full-skirted fashion. A dress with an unlimited social life! Dry clean. Hat sold on page 8; jewelry on page 9. Order correct size. Shpg. wt. 1 lb. 2 oz.
Misses' sizes 12, 14, 16, 18, 20.
 031 H 7110—Sea blue and green print \$12.70
 031 H 7111—Pink and rose print . . . 12.70
Tall Misses' sizes 12T, 14T, 16T, 18T, 20T.
 031 H 7144—Sea blue and green print \$13.70
 031 H 7145—Pink and rose print . . . 13.70

THE SLIM, JACKETED DRESS... a newer, prettier version. The fabric is wrinkle-resistant rayon and cotton that looks like fine linen. The cotton lace is dyed to match. Sleeveless dress has a square front neckline, cut low in back... back kick pleat; 2-inch hem. Long back zipper. Dry clean. Hat sold in Millinery Section.
Misses' sizes 12, 14, 16, 18, 20.
 031 H 7841—Sea aqua blue (as shown)
 031 H 7842—Lt. beige 031 H 7843—Black
 Shpg. wt. 2 lbs. 4 oz. *State size.* . 2 pcs. \$16.50



THE STRAIGHT AND NARROW SILHOUETTE, very new and fashionable... here in a dress of strictest simplicity, all the better to show its beautiful big plaid. The fabric, a nubby-textured homespun-type, is cotton, rayon and silk. The front belt-effect is repeated at the back, this time tying in a jaunty bow. Long back zipper; back kick pleat. Dry clean. Hat sold in Millinery Section; jewelry on page 12. Shpg. wt. 1 lb. 4 oz.
Juniors' sizes 7, 9, 11, 13, 15; Misses' sizes 8, 10, 12, 14, 16. Order correct size.
 031 H 7075—Sea turquoise blue plaid. \$12.70
 031 H 7076—Sun coral plaid. 12.70

Dress measuring instructions in green section, back of book.

DOTS..DOTS..DOTS



THE PARTY DRESS (above) . . coin dots, big as silver dollars on Piazza cotton . . an expensive shantung-textured fabric that is wrinkle-resistant. Beautifully made . . fully lined bodice with square neckline and suspender effect in back. Rayon velvet sash; unpressed pleated skirt; long back zipper. Hand wash. Shoes and handbag sold on page 4. *State size*, Wt. 2 lbs. 8 oz.
Misses' sizes 8, 10, 12, 14, 16.
 031 H 7832—Coin dots on ivory-white as shown \$15.50

THE BIG COLLAR DRESS, at right. Big and little white dots scattered with gay abandon on shantung-textured cotton and Cupioni® rayon. Collar is split in back, has shoulder pleats for graceful draping. Bodice has double-breasted look . . skirt has unpressed pleats, 2-inch hem. Long back zipper. Hand wash separately. *State size*, Shpg. wt. 1 lb. 8 oz.
Misses' sizes 12, 14, 16, 18, 20.
 031 H 6362—Light green \$10.74
 031 H 6363—Navy blue 10.74
 All jewelry sold on pages 25A and 25B.

For How-to-Measure for Misses' and half-size dresses, see green section in back of book



everywhere on the
fashion scene



DOTTED HAT . . acetate luster twill, with stitched brim rolled off the brow, a wonderful little suit hat. Fits 21 $\frac{1}{4}$ to 22 $\frac{1}{4}$ in.
078 H 4901—Red with white
078 H 4900—Navy with white
078 H 4902—White with black
Shipping weight 13 oz. Each \$3.97

REVERSIBLE CAPE. White linen-look rayon, cotton polka dot lining. Fits bust sizes 32 to 38. Hand wash separately. Shpg. wt. 9 oz.
88 H 8870—White with red . \$2.97
88 H 8871—White with navy 2.97

LONG, SLIM UMBRELLA covered and cased with dotted acetate. Firm 10-rib frame, novelty plastic tasseled handle trimmed with dots. Shipping weight 1 pound.
88 H 05165—White with red \$4.77
88 H 05166—White with navy 4.77

FOLDED CLUTCH BAG . . acetate luster twill with rayon lining; comb, mirror. About 13x5 in. 10% Federal Excise Tax included.
88 H 231E—Red with white
88 H 232E—Navy with white
88 H 233E—White with black
Shipping weight 12 oz. Each \$3.11

PETAL ASCOT, ties 5 smart ways (we send illustrations). Dotted cotton. Washable. About 37x8 $\frac{1}{2}$ inches. Shipping weight 2 oz.
88 H 8236—White with red . \$1.54
88 H 8237—White with navy 1.54

DOTTED GLOVES, double-woven nylon. Neat Bolton thumb. Hand washable. About 9 $\frac{3}{4}$ in. long. State size 6 $\frac{3}{4}$, 7, 7 $\frac{1}{4}$, 8. Wt. 3 oz.
88 H 5456—White with red . \$1.67
88 H 5457—White with navy 1.67
88 H 5458—White with black 1.67

2-PIECE POLKA DOT DRESS in wonderful Arnel* jersey . . needs no ironing, travels with utmost ease. Becoming surplice top with front waistband; fashionable pleated skirt. Hand wash separately, drip dry; pleats stay! Hat sold on page 8; shoes sold on page 14.
Misses' sizes 10, 12, 14, 16, 18; Half sizes 12 $\frac{1}{2}$, 14 $\frac{1}{2}$, 16 $\frac{1}{2}$, 18 $\frac{1}{2}$, 20 $\frac{1}{2}$, 22 $\frac{1}{2}$. Order correct size. Shipping weight 1 lb. 12 oz.
031 H 7100—White with navy blue polka dots 2 pieces \$12.70
031 H 7101—Navy blue with white polka dots 2 pieces 12.70

* Triacetate fiber, Reg. T. M. of Celanese Corp.

MORE SLEEVE *means*



THE LOW BACK DRESS takes the summer breeze in a billowing puff of sleeves and skirt. It's a dress that might begin the day at noon, end late evening. Dancing decolletage in back; demure front neckline. 2-inch hem; back closing with fabric covered buttons. Beautiful quality cotton; white linen-look rayon edging. Hand wash separately. Bead jewelry sold on page 25A. Shipping weight 2 lbs.

Misses' sizes 10, 12, 14, 16, 18. Order correct size.
031 H 6365—Sea turquoise blue and green print. \$10.74
031 H 6366—Sun yellow and orange print. 10.74

Measuring instructions for dresses and skirt in green section in back of book, for blouse on page 86.

8 SEARS ALL



THE ROMANTIC CHIFFON DRESS . . cool, covered elegance in very fine sheer cotton. Fine tucking; billowy sleeves; big skirt; scoop neckline in front and back. Fully acetate taffeta lined. Dry clean.

Misses' sizes 10, 12, 14, 16, 18. State size. Shpg. wt. 1 lb. 12 oz.
031 H 7104—Black. \$12.70 031 H 7105—Med. sky blue. \$12.70
HER DRAMATIC CARTWHEEL HAT . . fine sewn straw braid with rayon velvet ribbon. State color black, white, navy or beige.
078 H 4910—Fits 21 3/4 to 22 3/4 inches. Shpg. wt. 2 lbs. 6 oz. . . . \$5.97

more fashion this season

BOUNTIFULLY SLEEVED BLOUSE in drip-dry, washable cotton batiste detailed with eyelet embroidery. *State size* 32, 34, 36, 38. Wt. 7 oz. 07 H 3052—White.....\$3.97 07 H 3053—Light yellow.....\$3.97
GREAT SKIRT with a shape-retaining half crinoline. Cinched with a detachable rayon satin cummerbund. Washable Arnel and cotton. *Misses' sizes* 10, 12, 14, 16, 18. *State size*. Shipping weight 1 lb. 07 H 4223—Black with turquoise cummerbund.....\$6.97

(Below) **THE BIG SLEEVE SHIRTWAIST DRESS**, making news in pure silk organza. The deep V neckline and rayon satin banding are also very new. Full gathered skirt; 2-inch hem; long back zipper. Attached slip is acetate and rayon taffeta. Dry clean. Shpg. wt. 2 lbs. *Misses' sizes* 10, 12, 14, 16, 18. *Order correct size.*
 031 H 7835—Sea turquoise and blue on white. \$2.50 down, cash \$23.50
 031 H 7836—Sun yellow and gold on white. . . 2.50 down, cash 23.50



DELICATE JEWELRY colored with sea spray magic. Leaf motif sculptured on pearl-glow stones. Lifting fresh water pearl accents. *State gold color* with sea coral, pink, or sea turquoise.
 4 H 3605ME—Set (Necklace, earrings) Wt. 4 oz. . . \$4.60
 4 H 3606ME—Necklace. Adj. 13½-17½ in. Wt. 3 oz. \$2.97
 4 H 3607ME—Earrings. 1-in. Clip backs. Wt. 2 oz. \$2.00
 4 H 3608ME—7½-in. Bracelet 1½ in. wide. Wt. 3 oz. \$4.97

DACRON and COTTON



they travel anywhere

Wash-and-Wear partners in good grooming . . . for business or pleasure, start each day crisp and immaculate in suits of Sears pincord, 75% Dacron® for beauty of texture and strength, 25% combed cotton for that meticulously clean look. Hand wash them tonight, wear them tomorrow. Need little or no pressing. Save time . . . save money.

HERS—a wash and wear shawl collared suit classic, gracefully slim-looking, bears the imprint of Spring '58 styling in its relaxed, easy lines. The unlined jacket about 21 in. long. Shpg. wt. 2 lbs. 14 oz. *Misses' sizes* 10, 12, 14, 16, 18, 20. *Please state size.* See page 17 for bag.

017 H 0224—Light blue and white. . . \$17.50
017 H 0225—Medium gray and white. . . 17.50

HIS—WASH-AND-WEAR PINCORD SUIT with special "talent" for easy-care. 3-button model. Flap pockets; vent back. Pleated trousers with zipper. Deluxe tailoring; nylon trimmings. *State chest, waist, inseam; see sizes, How to Measure, chart "A" of Men's Tropical Suit pages.*

045H1402—Lt. blue 045H1407—Dk. gray
045H1408—Navy blue
045H1404—Tan. Shpg. wt. 3 lbs. 8 oz. \$29.90

10 SEARS AL For men's hats, ties, shirts, see men's section * DuPont trademark for polychloro ethylene



it's a party goer

THE PLEATED DRESS in bubble print (shown) and in sophisticated black . . . both 65% Dacron, 35% combed cotton. Billowy skirt and attached cummerbund with fine accordion pleating. Long back zipper. Hand wash . . . pleats stay! Shpg. wt. 2 lbs.

Misses' sizes 8, 10, 12, 14, 16. *Order correct size.*
031 H 07837—Gold, sun coral and orange print on white. . . \$17.50
031 H 07838—All black solid color (not shown). . . 17.50

SHORT GAY GLOVE STORY. Double-woven nylon with scalloped wrist. About 8½ in. long; washable. *State glove size* 6½, 7, 7½, 8.
88 H 5403—Sun coral 88 H 5404—Sea turquoise
88 H 5405—White Shpg. wt. 3 oz. . . . Pair \$1.97

make a life of ease

This wonderful blend is truly care-free when the Dacron® content is 65% or more. These fashions are all in true easy-care blends... they shun wrinkles, stay fresh in any weather, drip dry, need little or no ironing.



it's well behaved

it "pairs" or "parts"

For jewelry shown, see page 25B. Misses' and Girls' measurement charts in green section, back of book



It's a success story

A THE SHIRTWAIST DRESS, printed or solid... 65% Dacron, 35% combed cotton. Step-in style has beautifully detailed back... see sketch. "Roll-up" sleeves with button-on tab, full skirt. Hand wash separately.
Misses' sizes 12, 14, 16, 18, 20. Order correct size.
Printed Dacron and Cotton. Shipping weight 1 lb. 8 oz.
 031 H 6370—Sea gold, black on white; gold sash... \$10.74
 031 H 6371—Med. blue and black on white, blue sash 10.74
Solid Color Dacron and Cotton. Shipping weight 1 lb. 8 oz.
 031 H 6368—Light blue; navy patent-look belt... \$10.74
 031 H 6369—Light beige; black patent-look belt... 10.74



B CAREFREE 3-PART COORDINATES of 65% Dacron and 35% combed cotton. Dyed to match braid and buttons trim blouse. Skirt has unpressed pleats, contrast cotton satin cummerbund. Hand wash separately.
State Misses' size 10, 12, 14, 16, 18. Shpg. wt. 1 lb. 7 oz.
 07 H 7000—Pink with bright rose cummerbund... \$13.00
 07 H 7001—Light blue with royal blue cummerbund 13.00

C GIRLS' BOUTIQUE DRESS of 65% Dacron and 35% combed cotton. Fine tucks, dyed-to-match lace and rhinestone-studded buttons trim bodice; smart "high-rise" waistline. Billowy skirt, gathered all 'round, has wide 3-in. hem. Separate pleated cummerbund. Washable.
Girls' sizes 7, 8, 10, 12, 14. State correct size.
 77 H 200—Sea aqua. Shipping weight 1 lb. \$5.90

the open jacket suit makes



FAM-INSPIRED SUIT of almost limitless versatility in a fine virgin wool worsted ribbed fabric... an excellent medium for displaying all your blouses. The shaped boxy jacket (about 23 in. long) is lined with rayon and acetate crepe.

State *Misss* size 10, 12, 14, 16, 18. Shpg. wt. 3 lbs. 8 oz. See page 14 for bag.
017 H 8200—Navy blue
017 H 8201—Black
\$2.50 down..... Each, cash \$24.50

DOTTED BOW BLOUSE with short raglan sleeves, best friend to a suit so often worn with jacket open. Nylon georgette; hand wash. State size 32, 34, 36, 38, 40.
07 H 3042—Red on white. Wt. 7 oz. \$4.77
07 H 3043—Navy on white. Wt. 7 oz. 4.77

THE SUIT INSPIRED THE HAT. This is the look... the worldly-wise tilt of high crown, deep brim, flatter of wide grosgrain band. Fine sewn straw braid. Shpg. wt. 1 lb. 10 oz. State color red, white, black, navy.
078 H 4915—Fits 21 1/4 to 22 1/4 in... \$5.97

BLOUSES ON OPPOSITE PAGE

[A] HIGH-LOW JABOT v-plunged or buttoned high makes this Dacron[®] crepe blouse the focal point of any costume. White nylon lace trim. Washable; little iron. For jewelry, see page 9. State size 32, 34, 36, 38, 40, 42. Shpg. wt. 9 oz.
07 H 3019—White 07 H 3020—Lt. pink
07 H 3021—Lt. blue Each..... \$3.97

[B] BEAUTIFUL BOW... the bow ties high, the bow ties low, where your jacket demands it. Drip-dry blouse of Dacron, nylon and cotton complements any outfit. Hand wash. For jewelry, see page 25A. State size 30, 32, 34, 36, 38. Wt. 8 oz.
07 H 3038—Lt. pink 07 H 3040—White
07 H 3039—Lt. blue Each..... \$3.97

[C] Meticulous SWIRLY TAILORING inspired by a world renowned Paris designer. Elegant in pure silk broadcloth with beautiful collar and cuff detail. Hand wash. State size 30, 32, 34, 36, 38.
07 H 3034—Lt. beige 07 H 3036—White
07 H 3035—Lt. yellow Wt. 8 oz. Ea. \$6.97

[D] GARDEN-FLOWER PRINT transforms a silk and acetate scarf-tied blouse into the newest fashion attraction. Dry clean. For jewelry, please turn to page 25A. State size 32, 34, 36, 38. Shpg. wt. 8 oz.
07 H 3030—Pink and rose on white
07 H 3031—Yellow and gold on white
07 H 3032—Turquoise and blue on white
Each..... \$3.97

[E] DRAPED FICHU COLLAR and button-down tab afford new beauty of design to a lovely, stay-fresh nylon georgette blouse. Hand washes, quick dries, ironing optional. State size 32, 34, 36, 38, 40.
07 H 3045—Pale blue 07 H 3047—White
07 H 3046—Pale pink Wt. 7 oz. Ea. \$3.77

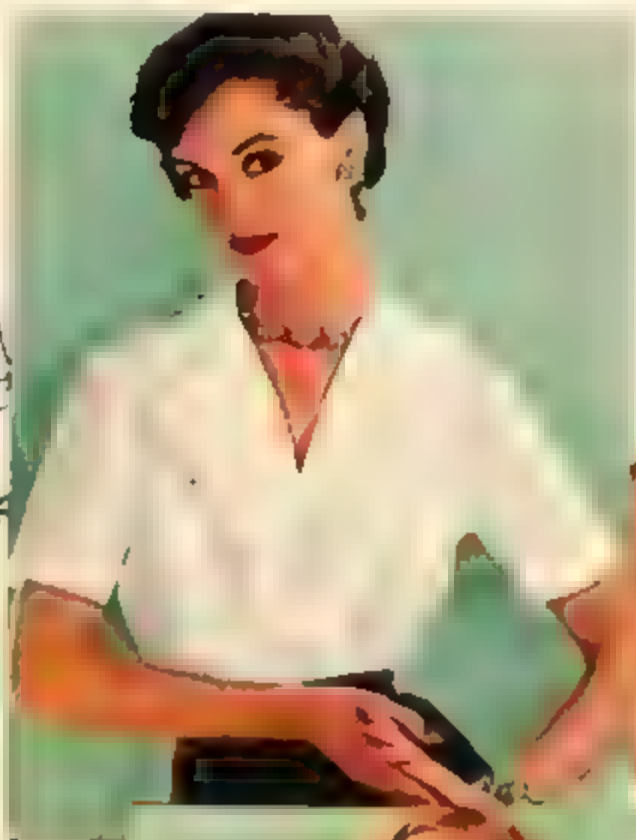


CORO'S MUCH LOVED 60-INCH ROPE winds its way around the loveliest necklines and marks the bold, fashion look. Spiced with gold color flattery. Matching 3 row spiral bracelet and 1-in. clip back earrings. State white, yellow, turquoise. Set wt. 4 oz.
4H3600ME—Rope, earrings, \$6.50
4H3601ME—Rope. Wt. 3 oz., \$3.77
4H3602ME—Earrings. Wt. 2 oz. 2.00
4H3603ME—Bracelet. Wt. 3 oz. 2.97

the BLOUSE important



A \$3.97

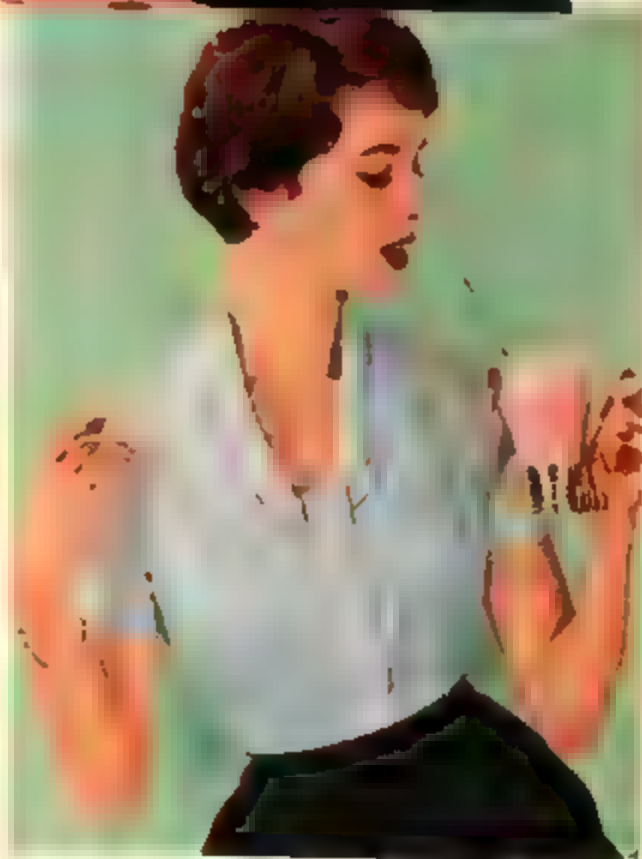


B \$3.97

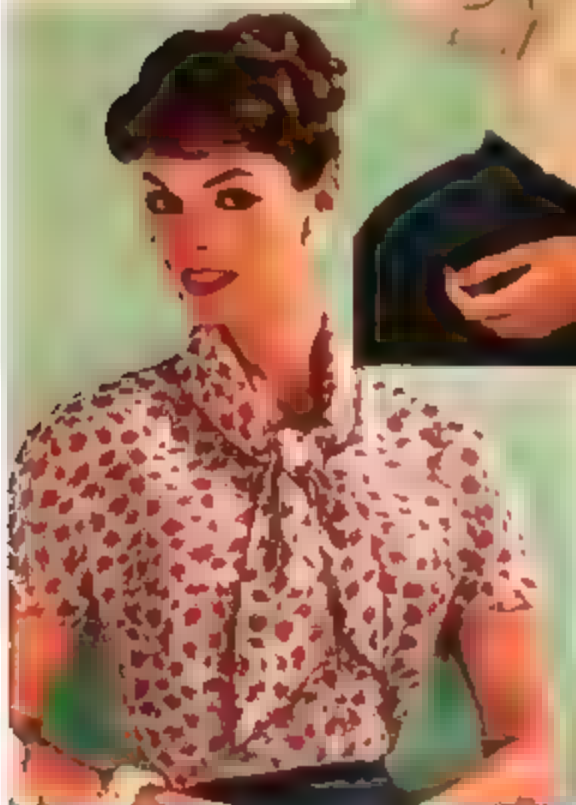
For Blouse Measurement Chart turn to page 86. For Suit, use How to Measure Page in green section, back of book. Use Sears Easy Terms see inside back cover.



C \$6.97



E \$3.77



D \$3.97

SPRING SUITS *are easy*



EXCITING NEW OVAL SUIT made of our finest pure wool worsted flannel. The news is in the longer jacket (about 34 inches) . . . in the oval shape that starts with stand away collar, soft wide shoulders and batwing sleeves . . . all tapering gradually to meet the slim line of the straight skirt. In back, a curved yoke with soft fullness below gives you the same eased silhouette from every angle. Gay white boutonniere on lapel. Jacket may be worn as a separate coat, lined with rayon and acetate crepe. *Misses' sizes 10, 12, 14, 16, 18. State size.* Shipping weight 3 pounds 12 ounces.

017 H 8204—Light gray
017 H 8205—Beige
\$3 down. Each, cash \$29.50

14 SEARS AL

THE DOUBLE CURT BAG co-ordinates with the button motif on the shoes. Rayon moire lining and coin purse in the pocket and mirror. About 8 1/2 x 5 1/2 inches. Shipping weight 1 lb. 11 oz.

86 H 2703E	Red calf with black trim	\$8.44
88 H 2704E	All light blue calf	\$8.44
90 H 2705E	All black patent like plastic	\$5.97

THE CUPPED PUMPS . . . spaced by a button. Tapered toe. heel feather sole last. Leather sole, 1 1/4 in. heel. Wt. 1 lb. 9 oz.

Size	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
Size	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
Size	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
Size	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
Size	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
Size	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
Size	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
Size	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
Size	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
Size	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
Size	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
Size	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
Size	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
Size	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
Size	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
Size	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36																																																																

fitting...easier to wear



DACRON[†] (50%) AND ORLON[®] (50%) for minimum care in a style that's easy to wear—indispensable to the traveller the delight of business women everywhere. Sheds wrinkles easily yet those precise pleats of the skirt stay in with remarkable tenacity—thanks to this miracle pincheck fabric. Jacket, about 22 inches long, has acetate taffeta lining and a convertible collar that may be worn open or closed. The polka dot accessories are sold on page 7.

Misses' sizes 10, 12, 14, 16, 18, 20. Please state your current size. Shipping weight 3 pounds 1 ounce.

017 H 8212—Mist gray (medium)..... \$19.50

[†] DuPont T.M. for polycrystalline fiber. [®] DuPont T.M. for acrylonitrile fiber.

BLOUSED SKIRT with shorter jacket, in a tiny-textured pure wool worsted suiting. Make-believe pockets and front of jacket (about 21 in. long) have gleaming simulated brass buttons... a Paris-inspired touch. Acetate and rayon crepe lining. Straight skirt. Polka dot accessories sold on page 7. Shpg. wt. 3 lbs. 1 oz.

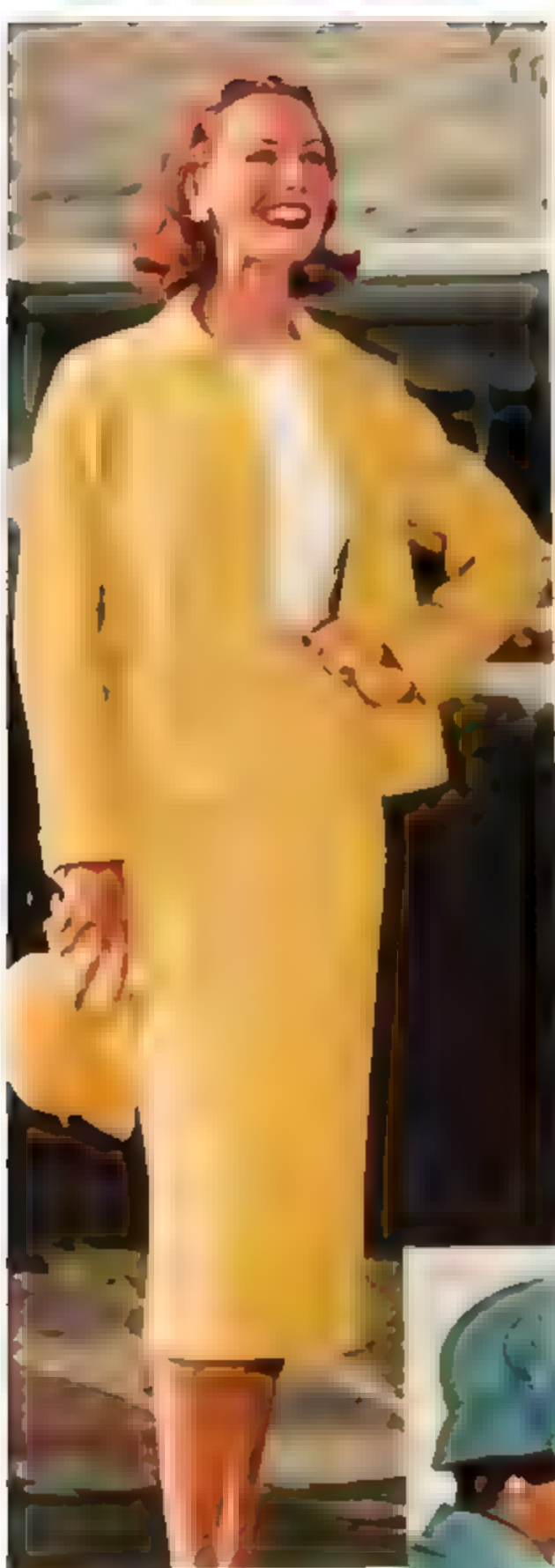
Misses' sizes 10, 12, 14, 16, 18. State size.
017 H 8216—Navy blue 017 H 8217—Red
\$3 down..... Each, cash \$29.50

LUXURIOUS SHEEN OAKRIDGE—the "aristocrat" of men's suit fabrics! Woven of supreme quality virgin wool worsted and treated with "Scotchgard" stain-repeller to resist both oil and water-borne stains. Superbly tailored with many hand-finished details. For more complete description see men's suit pages. State chest, waist, inseam. See chart "A" on men's suit pages, for sizes. Shipping weight 4 lbs. 12 oz.
045 H 1345A—Dark blue..... \$49.50

Sears Easy Terms are available. See inside back cover for complete details.

ALL SEARS 15

PASTEL TWEED *classics*



PASTEL TWEEDS used in women's and girls' suits, coat and skirt on these two pages are 100% virgin wool loomed and color coordinated especially for Sears by the famous J. P. Stevens and Co. Mills.

EMPIRE CLASSIC SUIT in pastel monotone tweed of pure virgin wool. The jacket, about 22 inches long, is tailored straight, easy-fitting, and has a true, usual air. It's lined with acetate taffeta. Straight skirt has two pockets. For sweater, see our sweater section. Ship. wt. 3 lb. 7 oz.
Misses' sizes 12, 14, 16—H. State size
 017 H 8220—Sun yellow \$19.50
 017 H 8221—Pastel blue 19.50

RETURN OF THE PASTEL WOOL FELT HAT—a wet-coming fashion revival. A side-spring crease with grosgrain cord and streamers. State color: sun yellow, light pink, pastel blue, beige or white.
 078 H 4930—Fits 21½ to 23½ Wt. 1 lb. \$3.97



THE PASTEL COAT in lush soft pure wool monotone tweed for a most impressive entry into the spring coat fashion scene. Side pleats for flare. Rayon and acetate taffeta lined. For gloves, see glove section.
Junior's sizes 7, 9, 11, 13, 15, 17
Misses' sizes 9, 10, 12, 14, 16, 18—State size
 017 H 3200—Sun coral
 017 H 3201—Lt. beige 017 H 3202—Lt. navy
 017 H 3203—Sun yellow

Wt. 4 lbs. 8 oz. \$2.50 down. Each cash \$24.50

PASTEL SUIT FOR GIRLS of soft-toned 100% virgin wool tweed, beautifully tailored in lines of classic simplicity. The easy-fitting box jacket has tab-trimmed front and back, full rayon lining and simulated pearl buttons. The streamline skirt has elasticized waist at back to assure a smooth fit, back kick pleat and side zipper. Dry clean. Ship. wt. 1 lb. 12 oz.
Girls' sizes 7, 8, 10, 12, 14—Please state size
 77 H 2458—Light beige \$13.00
 77 H 2459—Pastel blue 13.00

ve a long fashion life



MISSIES' CREW NECK PULLOVER
easy fitting, long sleeved. 88%
Australian wool. 10% kid mohair
2% Shetland wool. Hand wash
alone. For pin see page 14. See
page 114 for measure-chart. Wt 13
oz. State size 32, 34, 36, 38, 40.

7 H 9510—White. \$6.77

7 H 9511—Mint green (lt.). 6.77

7 H 9512—Sun yellow. 6.77

7 H 9513—Light blue. 6.77

SIM PASTEL WOOL TWEED SKIRT
has slash pockets in front, a back
kick pleat. Side slip. Dry clean.
For shoes, see shoe section.

Misses' sizes 10, 12, 14, 16, 18.

State size. Shpg. wt. 1 lb 8 oz.

7 H 4393—Copen blue. \$8.97

7 H 4394—Sun coral. 8.97

**MEN'S LIGHTWEIGHT LAMB'S
WOOL-SHETLAND SWEATER**
in the new low-front, bell-sleeve
style. Luxurious 85% Australian
lamb's wool, 15% Shetland in baby
shaker knit. Leather buttons. 2
set in pockets. Hand wash alone.
State size small (36-38-in. chest
medium (40-42), large (44-46).

33 H 1990—Light Oxford gray

33 H 1991—Tan heather

33 H 1992—Charcoal gray

Shpg. wt 1 lb. 2 oz. Each \$11.70

For sport shirt, see
men's shirt section.

**OUR BEST WOOL WORRYED FLAM-
MEL SLACKS** Treated with "Scotch
gard" stain repeller. Pleats, zipper
State size 28, 29, 30, 31, 32, 33, 34,
35, 36, 38 40-inch waist, 28 to
35-inch inseam. Shipping weight
1 lb. 11 oz.

45 H 3295—Medium gray. \$13.80

See Green Pages in back of book
for "How to Measure" for men's,
misses', juniors' and girls' fashions.



HER BISON THE-DO HANDBAG We
saw one in Italy, had it copied in
rugged natural tan cotton with
leather like plastic trim. Outside
pocket; rayon lining, inside zipper
pocket. About 9 1/2 x 11 in. 10%
Fed. Exc. Tax included. Wt 2 lbs.
88 H 2958—Med. brown trim \$5.26
88 H 2966—Navy blue trim 5.26
88 H 2976—Black patent trim 5.26

For luggage see luggage section

neat and delightfully NAUTICAL

THE SOUTHWESTER HAT is stitched linen look rayon, with the rakish seafaring angle of the fisherman's hat. Beautifully shaped crown, the brim split in back, buttoned flat in front for a wind-blown look.

Fits sizes 21 1/4 to 22 1/4 inches. Please be sure to state color white, navy, beige sea turquoise or black. Shpg. wt. 1 lb. 078 H 4930 \$5.97

"SIGNAL FLAG" SCARF, a square of pure silk, the hand-screened flag in authentic code pattern. Edges are hand-rolled. About 22x22 1/2 inches. Hand wash separately. Shipping weight 1 oz. 08 H 8240—Red, white and blue \$1.97

NAUTICAL LUCITE JEWELRY, sparkling as bouncing waves. Gold color accents in earrings & bracelet sports gold color anchor charm.

For necktie and bracelet. State all white red and white, navy and white. 4 H 36 2E—Set (necktie, earrings). Wt. 4 oz. \$1.64. 4 H 36 3ME—Necklace. Shpg. wt. 3 oz. \$1.00. 4 H 36 5ME—Bracelet. Shpg. wt. 3 oz. \$1.00. 4 H 36 14E—Clip earrings. White only. Shipping weight 2 ounces. \$1.00.

10% Fed. Tax incl.



EASTER-GOING JACKET trimly detailed with surf white buttons, jaunty patch pockets. Of 100% wool. Mitin® mothproofed. About 27 in. long. Dry clean. Unlined. Shpg. wt. 1 lb. Misses' sizes 10, 12, 14, 16, 18. State size. 07 H 7939—Navy blue \$10.75. 07 H 7935—Bright red 10.75

SAIL-WHITE ARNEL SEAKESKIN SKIRT makes a good first mate for any jacket or blouse. Durably pleated all around to ripple as if a sea breeze were brushing by. Side zipper. Hand wash separately. Shpg. wt. 1 lb. 9 oz. Misses' sizes 10, 12, 14, 16, 18. State size. 07 H 4597—White \$6.97

MEN'S NAVY BLUE BLAZER of year-around weight 100% virgin wool flannel. For "smooth sailing" clear through summer—on deck or on shore—in style and comfort. Patch pockets, brass buttons, rayon lining, vent in back. WHITE WASH-AND-WEAR SLACKS of year-around-weight 75% Orlon, 25% rayon flannel. Continuous waistband, pleats, zipper. State coat chest size. Regulars 35 to 46-in., Shorts 36 to 42-in., Longs 38 to 46-in. State slack size. 28 29 30 31 32 33 34 35 36 38 40-in. waist. 28 to 35-in. inseam. Indicate waist. Shpg. wt. Coat 3 lbs 6 oz. Slacks, 1 lb. 12 oz. 045 H 1698—Dark blue coat \$29.50. 045 H 2190—White flannel slacks \$20.

NOTE: 045 means shipped from Philadelphia or Chicago. Order pay postage from mail order house.

...nice way to look

THE COAT DRESS WITH A SALTY AIR (shown at right) . . . white-white Arnel sharkskin and striped Everglaze® cotton. Sailor collar with button-in bib; brass buttons, 8-gore skirt. Set-in pockets; button-on belt tab in back. Hand wash separately, drip dry . . . needs little ironing, resists wrinkles. Spectator pumps sold in shoe section . . . see index. Sun glasses sold on page 20. Shipping weight 1 lb. 12 oz. *Misses' sizes 10, 12, 14, 16, 18. Order correct size.*
031 H 5402 White with red and white striped trim \$9.74

THE LEeward SIDE OF FASHION (shown below) in fine quality cotton. A very smart, young-looking dress! Long, molded bodice with pearl-like buttons fore and aft . . . unpresed pleated skirt. Long back zipper. Hand wash separately. Shipping weight 1 lb. 8 oz. *Juniors' sizes 5, 7, 9, 11, 13, 15. Measure, order correct size.*
031 H 4190—Navy blue with 031 H 4151—White with navy white braid trim \$9.74 blue braid trim \$9.74



Measuring instructions for Misses' and Juniors' sizes in green section in back of book

family resemblance is marked

NAUTICAL KNIT SHIRTS. Combed cotton with alternating jersey and mesh knit stripes. Wash able. No-iron rib knit collar and cuffs. Mitered raglan sleeves. Side vents. Wt. 10 oz.
Men's shirt sizes: small (34-36-in. chest), medium (36-40), large (42-44). *State size.*
 33 H 1778—Men's shirt. Red-white. Each \$3.00
 33 H 1779—Men's shirt. Navy-white. Each 3.00
Boys' shirt sizes: 8, 10, 12, 14, 16, 18
 43 H 4105—Boy's shirt. *State color:* red-white or navy-white. *State size.* . . . Each \$2.40

MEN'S BEACHCOMBER PANTS AND BOY'S SURF PANTS. Latest in beach or leisure wear. Tailored for comfort, rugged wear in white cotton gabardine. Smart red and black stripes. Tapered legs have jaunty side-vents. Zipper front with extension-tab waistband. Mercerized, Sanlux med, max shrinkage 1%
Men's beachcomber sizes: 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38 inch waist. *State size.*
 33 H 2306—Men's Beachcomber. Wt. 13 oz. \$4.00
Boys' surf pants sizes: 8, 10, 12, 14, 16, 18. *Please state size wanted.* Shpg. wt. 10 oz.
 43 H 2988—Boys' Surf Pants..... \$2.00



THE FRENCH NAVY'S BERRY copied to give you a chance to wear the jauntiest of all naval style headgear. White lined look rayon with red topknot, grosgrain streamers, and a rib-knit navy headband that fits all sizes. Shipping weight 3 oz.
 078 H 4905—White with red and navy \$1.97

J.C. HIGGINS SPORTSMAN'S SPICOT JUG. This travel-wise, triple-insulated shipmate keeps drinks icy cold or piping hot 6 to 8 hours—twice as long as regular jugs. Snap-tite stopper, aluminum cap, enameled steel jacket, porcelain liner.
 6 H 7360—Holds 5 quarts. Shpg. wt. 7 lbs. \$7.77

THE SUNGLASSES, a Sears exclusive. In the jaunty sea-faring mood . . . molded plastic frames equipped with two anchors. Green-tinted lenses filter out 97% of infra red, ultraviolet rays. *State white with red, black, turquoise or navy with white.*
 4 H 6507—Shpg. wt. 4 oz. \$2.77

Talk about easy operation plus modern 35mm camera styling, the TOWER 51" is it! Coated rangefinder, f 2.8 lens, speeds to 1/100 sec. Rapid film advance—no double exposures! See camera section for case flash, complete camera details.
 3 H 051—Shpg. wt. 2 lbs. \$6.00 down. Cash \$54.50



in NAUTICAL fashions



MAKING'S MINDY, a spray-white, cotton knit pullover with a flag-striped bib and a collar copied right off a sailor's back. The rib knit hem makes it as trim worn above the shorts as tucked beneath them. Hand washable to pass inspection. A sea worthy separate that will chart a smart course with the shorts below.

BEST MATE SHORTS in navy blue to splice with the knit top. Of rugged, washable, Sanforized cotton gabardine that won't shrink over 1%. Note the seaman-styled drop front pointed up with "officer's brass" buttons of shiny, copper-plated plastic. Whether their relaxing is done on sea, lake or lawn all the feminine company will look their fashionable best rigged out in these nautical style shorts.

For the Skipper's Lady
PULLOVER .. *State Mates' size* small (10-12); medium (14-16), large (18). Shipping wt. 7 oz. 77 H 7780—White with navy blue and red trim..... \$2.83
SHORTS .. *State Mates' size* 10, 12, 14, 16, 18. Shpg. wt. 8 oz. 77 H 4384—Navy blue ... \$2.83

For the Cabin Girl
PULLOVER .. *State Girl's size* small (7-8), medium (10), large (12-14). Shipping weight 7 oz. 77 H 4493—White with navy blue and red trim .. \$2.27
SHORTS .. *State Girl's size* 7, 8, 10, 12, 14. Shpg. wt. 7 oz. 77 H 4491—Navy blue .. \$2.27

For the Youngest Crew Member
PULLOVER .. *State size* Small (3-4), Medium (5-6), Large (6x). Shpg. wt. 5 oz. 29 H 5840—White with navy blue and red trim \$1.97
SHORTS .. *State size* 3, 4, 5, 6, or 6x. Shipping wt. 6 oz. 29 H 5841—Navy blue .. \$1.97

The Elgin Boat
 For the boat shown as well as a complete line of boats, motors, and other sporting goods items see sporting goods section.

Canvas and Rubber Sport Shoes

For the family's sport shoes see men's, women's, and children's shoe sections.

For measuring instructions, see green pages in back of book. Sears Easy Terms are available, please see inside back cover.

the fashion sun shines

THE SKIRTED PLAYSUIT costumes you for sun and fun in washable cotton poplin. With skirt on, you have a sundress. Alone, contoured suit is a sleek fashion asset. Back zipper, adjustable straps, back patch pocket. Use sash interchangeably. *Misses' sizes 10, 12, 14, 16, 18. State size.* 07 H 4046—Sun yellow with gold and coral. Shpg. wt. 1 lb. 2-piece set \$9.97

THE BEAUTIFUL SUNDRESS in Everglaze® cotton. Back has deep square neckline, bows on midriff bands. Unpressed pleated skirt, back zipper. Bodice lining matches trim. Hand wash separately. Yellow sandals sold on page 4. For homery, see opposite page. Shipping weight 1 lb. 12 oz. *Juniors' sizes 7, 9, 11, 13, 15. State size.* 031 H 5011—Sun gold print..... \$7.74

"Huc-Me Tite" SWIMSUIT flatters any age, any figure underlined with fabulous Sea Star construction. (Features and measure-chart on page 105.) Elasticized Bengaline (acetate, cotton, rubber) with soft permanent-pleat white nylon draped cuff. Adjustable straps tuck away. *State size 32, 34, 36, 38. Shpg. wt. 1 lb. 3 oz.*
07 H 173—Sun coral \$14.50
07 H 174—Sea turquoise..... 14.50
07 H 177—Black..... 14.50

BIG, FLUFFY BEACH TOWELS glamorous accessories to your summer sunning in handsome three-color dobby stripe pattern with gold-color metallic overlay check.

State washfast color coral, yellow and antique gold on white or aqua, blue and moss green on white... each with metallic 94 H 3037—36x72 in. Wt. 1 lb. 13 oz. \$4.77

Jewelry on these 2 pages sold on page 25B
Sears Easy Terms on inside back cover



on the bright



Sun-color-co-ordinated 3-piece with matching belt. **WASHABLE SHIRT** Cotton, acetate and rayon slub-effect with decorative, woven-in, vertical stripe. *State shirt neck size* Small (14-14½), Medium (15-15½) Large 16-16½ Extra large 17-17½.

WASH-AND-WEAR SLACKS of tropical 55% Dacron, 45% rayon, linen-look fabric. Pleats, zipper. *State slack size* 28, 29, 30, 31, 32, 33, 34, 35, 36, 38, 40-in. waist, 28 to 35-in. inseam. (*Indicate waist*)

THREE-PC SET Shirt, slacks and belt. *State sizes* 45 H 4217 Black and maize Wt. 3 lbs. 4 oz. \$12.50

SURFY SHIRT AND SHORTS banded by brilliant, blaring color belong together as do sea and shore. Back pleats blowing from smooth shoulder yoke give shirt additional fashion interest. Shorts have fly-front zipper closing, 2 side-seam pockets.

THE PRINT SHIRT... fine quality washable cotton. *State Mizes' size* 10, 12, 14, 16, 18. Shpg. wt. 7 oz. 7 H 6738—Sun coral, gold and white \$3.27

THE JAMAICA SHORTS... washable cotton poplin. *State Mizes' size* 10, 12, 14, 16, 18. 7 H 6384—Sun coral. Shipping weight 9 oz. \$2.83



ROYAL PURPLE SEAMLESS BEAUTY LM NYLONS in new line. Our sheers (15 denier, 474 needle) with nude heel and slight reinforcement at toe.

State color Sea coral, Sun yellow and Sea aqua. *State size* 8½, 9, 9½, 10, 10½, 11. 73 H 7044—Wt. 2 oz. Pair \$1.00

LACY STRAW BAG FROM ITALY, light and fluffy as a soufflé, woven with little multicolor beads. Big, roomy pouch shape is about 13½x9½ in. Rayon lining. Shpg. wt. 1 lb. 6 oz. 10% Fed. Excise Tax included. 88 H 1551E—Sun yellow \$5.76 88 H 1552E White \$5.76

PURE SILK CHIFFON SQUARE adds a bright flutter to any outfit. About 29x39 in. hand-toiled edges. Hand wash separately. From Japan. Shpg. wt. 2 oz.

SEARS Sun yellow to sub coral on white \$1.97 88 H 8242—Sea aqua to turquoise on white. \$1.97

ADAGIO KID FLATFEE with hidden sweater collar. Leather sole. ¾-in. heel. Shpg. wt. 1 lb. 6 oz. *Size* AA (narrow) width 6 to 9. *Size* B (medium) width 5 to 9. Half sizes too. *State size, width*. 54H7548A—White (to B only) 54H7547—Sea turquoise 54H7546—Sun yellow Pair \$4.77

OUR LYRIC LIPSTICK AND NAIL ENAMEL in new Sun Coral shade. Gleaming golden tones to highlight fashionable sun colors. Lustrous, long-lasting lipstick in elegant jeweler's bronze case. 10% Federal Tax included. Shpg. wt. 2 oz., 4 oz. 11 H 5741E—Lipstick \$1.00 11 H 5700E—Nail Enamel 59c

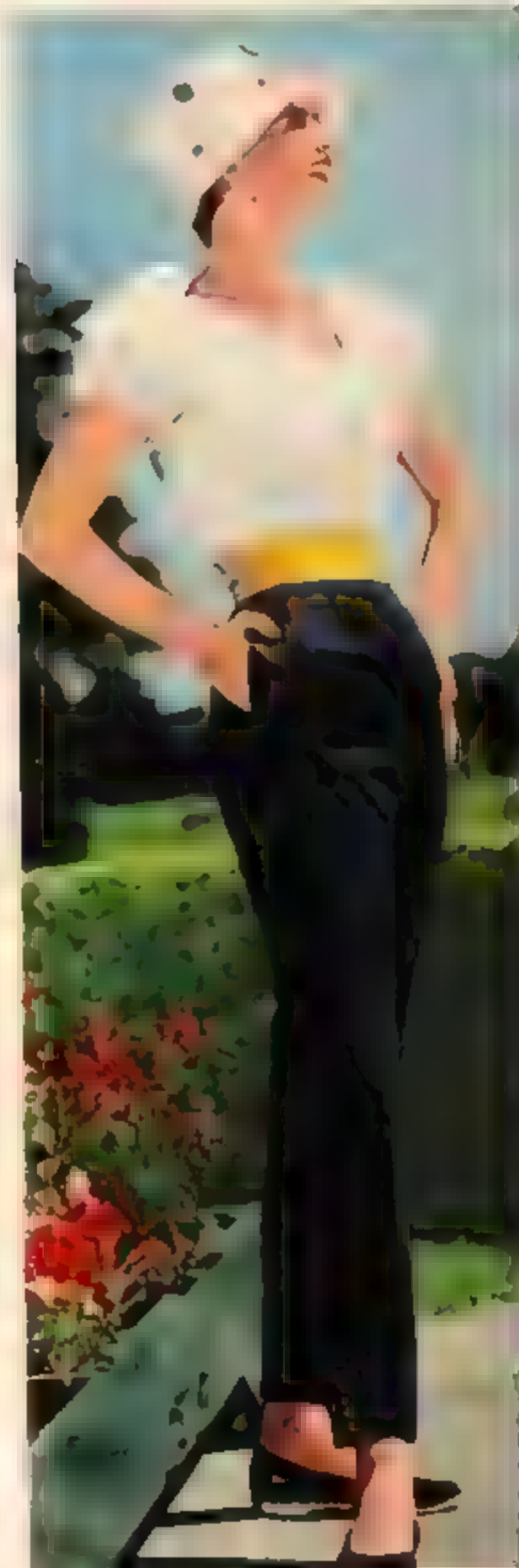
How to Measure Instructions for Misses' and Juniors' sizes in green section, back of book.

fun clothes with the



THE DANCING DRESS with a big flounced skirt and a long sash. Can be worn on or off shoulders. Elastic in neckline, sleeves and waist. Washable cotton that resists wrinkles. Drip dry. Needs only a touch of the iron. Jewelry sold on page 258. Order direct size for measuring. Instructions see green section in back of this catalog. Misses sizes 8-10-12-14-16 Juniors 7-9-11-13-15
031 H 1647 Sun coral on sea turquoise blue Shpg. wt. 2 lbs. \$4.97

[A] BRILLIANT JEWELRY of sham tropical fruits and white sea shells. 14" necklace 15 1/2" in. wt. 3 oz. 2 1/2" wide. Back fastens. wt. 100g. Fed. Ex. inc. ins. and a. 4H3609E Net. necklace and earrings. W. 5 or. \$7.77 4H3610E Necklace \$2.00 4H3611E Earrings 1.00
WICKER BASKET HAD FROM SPAIN with a kind of fruit and flowers on a pedestal. Rigid handle. Shutter top. about 10 1/2" in. (none) 19" Fed. Ex. inc. ins. and a. 00 H. 550E Natural tan. Shpg. wt. 1 lb 8 oz. \$3.44
COTTON SUEDELOID PLAY SHOES pretty plain or with an elastic top. Machine washable. Soft. Non-slip sole. Rubber sole. For other colors, see shoe section. Size: medium women 4 1/2 5 5 1/2 6 6 1/2 7 7 1/2 8 8 1/2 9. Please be sure to state size. Shpg. inc. wt. 1 lb. 76 H 4986A Net. retail or no. inc. ret. Pair \$2.83 54 H 53 Pair. size 13 1/2 to 14 1/2. Pair \$7.00



RUFFLY BLOUSE, cotton with cotton lace. Elasticized neck. Hand wash. Sanforized®. Misses size 10-12-14-16-18 State size 07 H 5977 White Shpg. wt. 7 oz. \$4.77
COTTON SATYEN PANTS cotton broadcloth. cummerbund detaches. Washable. Sanforized®. State Misses size 10-12-14-16-18 7 H 5978 Black with sun gold cummerbund. Shipping weight 12 oz. \$6.77
[B] IMPORTED ITALIAN BEACH HAT Hand woven straw like braid. lollipop dots of navy raffia. Fits 22 to 24 in. Shpg. wt. 1 lb. 076 H 4925 White with multicolor \$3.57

gay CARIBBEAN flavor



ISLAND ROMANCE SUN-SET goes in for a swim when you remove its cotton jacket. Cotton satin suit with print summerbund has Sea Star features (measure-chart, features on page 105). Elastic back panels, acetate jersey underpant. Straps adjust. *State size* 32, 34, 36, 38, 40. Jewelry, page 15B

THE SWIMSUIT. Shipping wt. 15 oz.
07 H 178—Sun gold . . . \$14.50
07 H 179—Sea turquoise . . . 14.50

JACKET hand wash alone. Wt. 6 oz.
07 H 180—Harmonizing multicolor \$6.77

TERRY-LINED CADENA SET FOR DAD AND SON Swell for the swim and after-swim cover up. Washfast, Sanforized cotton in striped Caribbean pattern. Jacket is waist-length, terry cloth lined, with shared elastic at sides. White terry collar and cuffs. *Matching Swim Trunks* have boxer waistband, full knit support, drawstring. Men's trunks fully lined. For sandals, see shoe section.

Boy's Set Just Like Father's.
Sizes 8, 10, 12, 14, 16, 18.
Please state boy's size. Shipping weight 15 ounces
43 H 7982—Sea turquoise
43 H 7983—Red
Each \$5.74

MAN'S SET. *State trunk size,* small (28-30 in. waist); medium (32-34); large (36-38). Topper in corresponding sizes. Shipping weight 1 lb. 6 oz.
33 H 3680—Sea turquoise \$7.00
33 H 3681—Red . . . 7.80

TWO-PIECE TROPICAL FUN-WEAR sensational anywhere the sun shines! Take a fanciful plaid top, add color-coded walking shorts, wrap smartly with an intriguing sash and you're ready to play at any vacation spot. Back buttoned cotton poplin top is elasticized at the shoulders and sleeves (wear on or off shoulders). Cotton shorts have fly front zipper closing, two side pockets. Washable . . . max (fabric shrinkage less than 2%). *Misses' sizes* 8, 10, 12, 14, 16. *State size.* Shpg. wt. 1 lb. 2 oz.
07 H 6049—Turquoise shorts with sun color plaid top . . . Set \$6.77

Misses' measurement chart for blouses and playpants in green section back of book. For Sears Easy Terms see inside back cover

JEWELRY *is important in*



Ropes . . bibs . . chunky pins for the PARIS look

A **THE ROPES ARE THE THING!** . . to give that definite 1958 hallmark to your costumes. Reviving the big fashion of the fabulous "20's" the modern necklace is a magnificent marriage of opulent fake pearls and glistening, faceted crystal beads . . and touched with gold color. 34 in. rope shown—double-looped! begging to be draped around a lovely throat. Matching miniature form beads for the shower earrings.

4 H 3616E—34-inch rope. Shipg. wt. 3 oz. \$9.97
4 H 3617E—Clip earrings. Shipg. wt. 2 oz. 2.97

C **COLORS BE IN COSTUME** Colors caught in a garland of simulated baroque pearls and "frozen-light" beads. Recalling colors and subtle hues of early dawn and twilight. A rare alliance of faceted crystal, tinged givree, knobby baroque and smooth simulated pearls. Bib adjusts 14 to 16½ in. *Stale* light blue, golden beige, coral rose, or horizon gray.

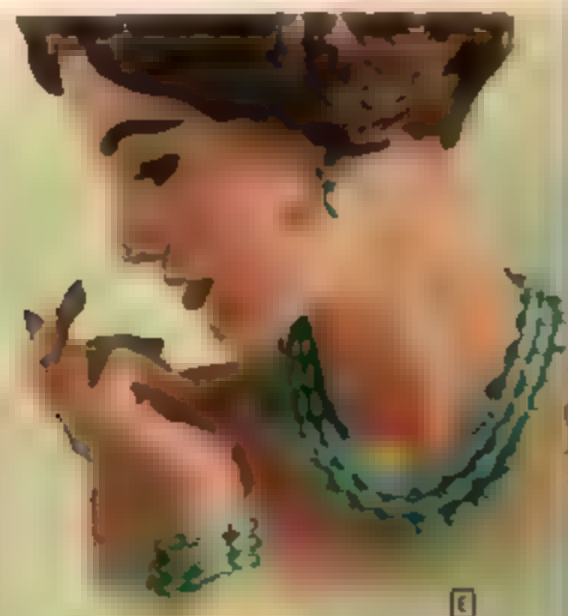
4 H 3623E—Bib and earrings. Wt. 4 oz. \$6.50
4 H 3624E—4-row bib. Shipg. wt. 3 oz. 4.97
4 H 3625E—Clip earrings. Shipg. wt. 2 oz. 2.00

B **THE BIB OF FAKE PEARLS** is the jet of Paris. Ours are shimmering white simulated fresh water pearls, smart with sweaters, drowns, plunging neckline blouses. Choose graduated bibs or uniform chokers. Necklaces shipg. wt. 3 oz., bracelets wt. 5 oz., earrings wt. 2 oz.

4 H 3618E—5-row bib. Adj. 13½-16½ in. \$4.97
4 H 3619E—3-row bib. Adj. 13½-16½ in. 2.97
4 H 3620E—1-row choker. Adj. 13-14 in. 1.00
4 H 3621E—1½-in. clip back earrings. 2.00
4 H 3622E—4-row uniform spiral bracelet. 2.00

D **CRUNKY PIN AND EARRINGS** capture the season's smart Sea and Sun Colors. Perfect accents for your spring, summer costumes. Pin with safety catch combines with finish simulated pearls with sea coral and sea turquoise simulated stones. Clip earrings of simulated pearl and one contrast color; *stale* turquoise and pearl, coral and pearl, or all pearl.

4 H 3626E—Pin, earring set. Wt. 2 oz. \$4.60
4 H 3627E—2-inch baroque pin. Wt. 2 oz. 2.97
4 H 3628E—1½-in. earring. Wt. 2 oz. 2.00



A wave of SEA COLORS in jewelry, too!

E **BIB OF OVAL BEADS** swirled and dipped in colors of the sea, sparkled with tiny simulated pearls. Lovely and luminescent as the changing sea. Necklace adjusts 15 ½ to 19 in. *Stale* sea turquoise, yellow, or pink.

4 H 3629ME—3-row choker. Shipg. wt. 3 oz. \$4.97
4 H 3630ME—4-row choker. Shipg. wt. 3 oz. 7.50
4 H 3631ME—Clip back earrings. Shipg. wt. 2 oz. 1.00
4 H 3632ME—Bracelet 7½ in. Shipg. wt. 3 oz. 2.00

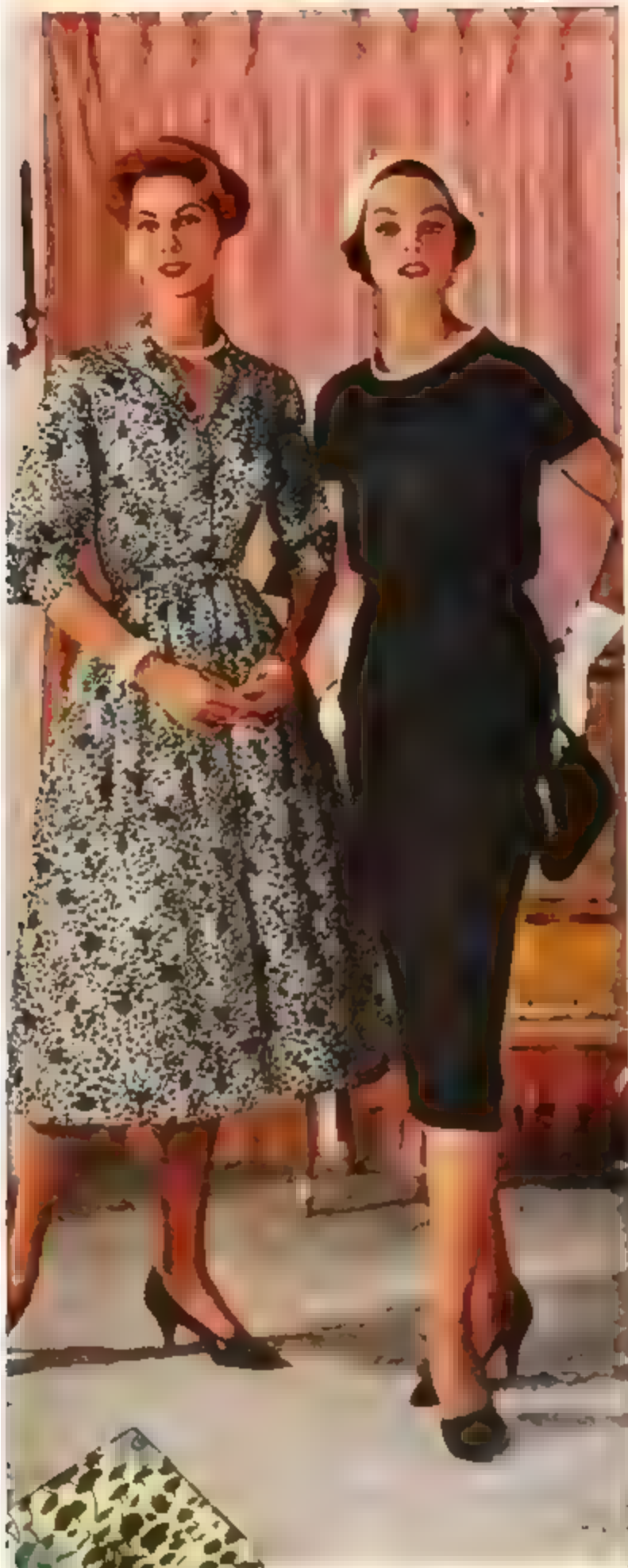
F **SEA ANEMONES** . . dainty enameled blossoms with sparkling rhinestone centers and a world of charm. *Stale* sea turquoise, sea yellow, white or black.

4 H 3633ME—Necklace, earring set. Wt. 4 oz. \$4.60
4 H 3634ME—Necklace adj. to 15½ in. Wt. 3 oz. 2.97
4 H 3635ME—2-row bracelet. 6½ in. Wt. 3 oz. 2.00
4 H 3636ME—Clip Earrings 1½ in. Wt. 2 oz. 2.00

G **COLORFUL PLAQUES** . . in soft drops of beauty. A symphony of color keyed to muted loveliness. *Stale* gold color with turquoise, pink or white.

4 H 3637ME—Necklace, earring set. Wt. 4 oz. \$3.74
4 H 3638ME—Necklace adj. 12-16 in. Wt. 3 oz. 2.00
4 H 3639ME—Bracelet 7 in. 1½ in. wide. Wt. 3 oz. 2.00
4 H 3640ME—Earrings 1-in. clip backs. Wt. 2 oz. 2.00

All prices on this page include 10% Federal Excise tax.



PURE SILK . .
intrinsic elegance

[A] \$ 5 50 10 to 20

[B] \$19 50 10 to 20



CHIFFON . . billowy and beautiful

[C] \$ 5 50 10 to 18

[D] \$ 4 70 10 to 18

SHOWN ON OPPOSITE PAGE

A THE PURE SILK PRINT . . it's everything you look for, everything you love in a shirtwaist dress. The fabric is smooth silk that has a soft luster . . the print is new and distinctive. The dress is a skillfully tailored step-in with a lining of acetate taffeta from waist to below hips; unpressed pleated skirt, 2-inch hem. Dry clean.
Misses' sizes 10, 12, 14, 16, 18, 20. Shipping weight 2 pounds.
031 H 7790—Royal blue and black on white. Order correct size \$15.50
031 H 7791—Sea aqua blue and green on white. Order correct size 15.50

B THE PURE SILK CREPE . . elegant example of the new supple look, with a relaxed softness of bodice and skirt, an important new neckline. The fabric is the finest silk we've ever had . . soft-lustered, crepe-textured . . beautiful in black or navy. Detachable silk organza around neckline; acetate taffeta lining from waist to below hips. Long zipper and kick pleat in back, 2-inch hem. Dry clean.
Misses' sizes 10, 12, 14, 16, 18, 20. Shpg. wt. 1 lb. 8 oz. State size.
031 H 7797—Black. . . . \$19.50 031 H 7798—Navy blue. \$19.50

C THE LATE DAY CHIFFON, beautiful and billowy in exceptionally fine rayon. The top of the dress is finely pleated with a full lining and attached petticoat of acetate taffeta. The midriff is moulded with rayon and cotton faille. Very full skirt with 3-inch hem, long back zipper. Dry clean. Shipping weight 2 pounds.
Misses' sizes 10, 12, 14, 16, 18. Measure, order correct size
031 H 7851—Delft (medium) blue \$15.50 031 H 7852—Black \$15.50

D THE NEW PLAID CHIFFON . . a seascape of subtle color . . a superior quality sheer pima cotton, Tebilized® for wrinkle resistance. A perfectly beautiful dress with a beguiling bow and billowing skirt nicely detailed in back with a deep V neckline, button closing to below waist. Nylon net petticoat included. Hand wash.
Misses' sizes 10, 12, 14, 16, 18. Shipping weight 1 lb. 10 oz.
031 H 7771—Sea aqua green and blue plaid. Order correct size \$14.70

SHOWN ON THIS PAGE

E THE JACKETED DRESS in Dacron® and rayon . . a magnificent, finely ribbed fabric with a shantung texture . . sheds wrinkles, needs little ironing. The fashionable, slim dress (see sketch) has a snap-in jabot of white nylon organdy edged with lace; cuffed front yoke . . in back, a long zipper and kick pleat. The trim little jacket has a buttoned tab in back. Hand wash . . quick drying. Order correct size.
Misses' sizes 10, 12, 14, 16, 18. Shpg. wt. 2 lbs. 6 oz.
031 H 7844—Navy 2-pcs. \$19.50 031 H 7845—Black . . 2 pcs. \$19.50

F THE NEW SORT DRESS perfected in our finest blend of cotton and Orlon® . . sheds wrinkles, needs little ironing. Handsomely tailored, easy-fitting jacket with tucked front, soft gathers above back waistline . . snap-in shoulder pads. Slim skirt with back kick pleat, 2-in. hem. Ornament included. Hand wash, drip dry. Shpg. wt. 2 lbs.
Misses' sizes 12, 14, 16, 18, 20. Measure, order correct size.
031 H 7792—Beige . . . \$14.70 031 H 7793—Navy blue \$14.70
® DuPont T.M. for polycotton fiber ® DuPont T.M. for acrylic fiber



The beautiful NEW BLENDS

E Dacron and Rayon
\$19.50 10 to 18

F Cotton and Orlon
\$14.70 12 to 20



THE PRETTY POUCH BAG is rayon penna de sole with gold-plated frame, gold-color metal leaf with rhinestones. Rayon satin lining and coin purse. Bag about 9x5½ inches. Price includes 10% Federal Excise Tax. Shipping weight 1 pound.
00 H 2378—Black. . . . \$5.28 00 H 2386—Navy blue . . \$5.26

THE TALL DRAPED TURBAN of straw-like cloth is smart and new with folds of rayon satin. An iridescent rhinestone sunburst sparkles at your hairline. Please state color white, beige, pink, black, or navy.
078 H 4935—Fits 21¾ to 22¾ inches. Shipping weight 11 oz. . \$5.97

SKINNED, DOUBLE WOVEN NYLON GLOVES finely sewn with half pique seams (much more finger slimming, comfortable). Bolson thumb. Smart length (about 15½ in.). Hand wash. State size 6½, 7, 7½, 8. Wt. 3 oz.
88H5502—Beige \$2.83 88H5500—White \$2.83 88H5501—Black \$2.83



MEASURE AND BE SURE . . to determine your correct size, see the measuring instructions and charts on page 1420. Sears Easy Terms are available on purchases of \$20 or more . . see inside back cover for details.



44-70 216-22

46-50 216-22

NEWS!

The Straight Line Silhouette

28 SEARS & CO.



**MORE
NEWS!
The
Low Back
Dress**



DRESSES SHOWN
ON OPPOSITE PAGE

A THE EMBROIDERED DRESS

... another very wearable version of the new silhouette that has no point of stress anywhere, but everywhere a great effect of slenderness. The fabric is an exquisite Schufflen-broidered linen-look rayon. Moderately low square neckline and long zipper in back adjustable side ties. Back kick pleat, 2-inch hem. Dry clean. *Measure, order correct size*
Misses' sizes 12, 14, 16, 18, 20
Shipping weight 2 lbs. 6 oz.
031 H 7848—Beige ... \$14.70
031 H 7849—Light blue ... 14.70
031 H 7850—Pink ... 14.70

B THE TWO-PIECE DRESS

our best acetate and rayon crepe ... a smooth surfaced fabric in a rich looking navy or black. Here is the new straight line silhouette at its best and most wearable. The overblouse top has a very smart cowl neckline and a button-trimmed yoke, in back a slightly scooped, banded neckline with a little fabric bow. The pleated skirt has a smooth all-around hip yoke, 2-inch hem. Dry clean. *Order correct size*
Misses' sizes 10, 12, 14, 16, 18
Shipping weight 2 lbs.
031 H 7846—Navy ... \$14.50
031 H 7847—Black ... 16.50

C THE FLOWER PRINT in sea

or sun colors on light, airy cotton lawn ... a beautiful, billowy summer fashion. Its deep-plunging back does an about face and becomes a modest bateau neckline (see front view). All-around midriff, unpinned pleated skirt; long back zipper. Hand wash separately ... Tebelised® for wrinkle-resistance. *Please measure, order correct size*
Misses' sizes 10, 12, 14, 16, 18
Shipping weight 2 lbs.
031 H 7114—Sea turquoise blue print on white ... \$12.70
031 H 7117—Sun coral print on white ... 12.70

D THE BLACK CREPE DRESS

fashioned with a new feeling of formality and elegance. The back is cut almost to the waist, the front has a high, draped yoke. The fabric is beautiful rayon and acetate crepe with a very fine pebbled texture. Back half belt with rhinestone buckle, long zipper; full lining of acetate taffeta. Dry clean. *Order correct size*
Misses' sizes 8, 10, 12, 14, 16
Shipping weight 1 lb. 14 oz.
031 H 7114—Black ... \$13.70

TAIL MISSES' DRESSES are found on pages 5, 32, 33, 36, 37, 40, 41, 63, 65, 66, 68, 70

MEASURE TO BE SURE order the size that will fit you best, see instructions and charts on page 1420. Use Sears Easy Terms see inside back cover



\$12.70 10 to 18

\$12.70 12 to 20

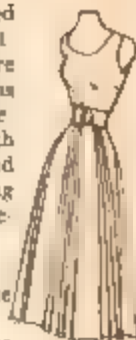
\$12.70 10 to 18

THE CASUAL ... fashioned with a new, softer prettiness

THE WHITE COLLAR DRESS ... cotton and Cupious® rayon that looks like silk shantung. The detachable collar is crisp cotton pique with lace and nylon velvet ribbon, bow in back ... even the velvet washes! Becoming long, pointed bodice in front and back full skirt of unpinned pleats, back zipper. Hand wash separately. *Order correct size* Shpg. wt. 1 lb. 12 oz.
Misses' sizes 10, 12, 14, 16, 18
031 H 7118—Navy blue ... \$12.70
031 H 7119—Black ... 12.70

THE STEP-IN SHIRTWAIST in a fine new shantung-textured rayon and cotton fabric. This dress has the smart detailing that keeps the shirt waist a favorite fashion ... new tab front double pockets, back shoulder yoke with box pleat. Convertible collar, roll-up sleeves, skirt of unpinned pleats. Dry clean. *Measure, order correct size* Shpg. wt. 2 lbs. 3 oz.
Misses' sizes 12, 14, 16, 18, 20
031 H 7121—Navy blue ... \$12.70
031 H 7122—Sea turquoise blue ... 12.70
031 H 7123—Light cocoa brown ... 12.70

THE JACKETED DRESS brightened with polka dots ... in Arnel® and cotton ... a wonderful, new, easy-care fabric that needs little ironing, shrugs wrinkles. Brief jacket with double breasted look, sleeveless dress with clusters of stay-in pleats all around the skirt ... scoop neckline and long zipper in back. Hand wash separately, drip dry. Shpg. wt. 2 lbs.
Misses' sizes 10, 12, 14, 16, 18
031 H 7124—Black with turquoise blue
031 H 7125—Navy blue with red
Order correct size ... 2 pc., \$12.70





LACE . . beautifully envisioned for your important moments



THE JACKETED DRESS . . our finest cotton lace over rustling taffeta (acetate and rayon). A very pretty, young looking outfit that sheds its jacket and unfurls its full skirt when music sets you dancing. The dress has a deep scoop neckline in back with long zipper . . . bow trimmed taffeta bands circle the Empire bodice . . . the same detail edges the brief jacket. Crinoline petticoat included. Dry clean. Shipping wt. 3 lbs.
Misses' sizes 8, 10, 12, 14, 16, 18. **Juniors' sizes** 7, 9, 11, 13, 15, 17. **Order correct size.**
 031 H 08008-Lt. open blue 031 H 08009-Pink
 031 H 08010 Ivory Each \$19.50

THE DREAM DRESS for the most wonderful moments of your life! It is beautifully fashioned in nylon and acetate lace. The long, moulded bodice has a scalloped square neckline in back with a huge butterfly bow at the waistline. The very full gathered skirt (about 33 inches long) has a pleated nylon net insert in front (pleats stay!), ruffled net underskirt. Long back zipper. Entire dress is fully lined with rayon and acetate taffeta. Dry clean. Shpg. wt. 3 lbs.
Misses' sizes 8, 10, 12, 14, 16, 18. **State size**
 031 H 08011 White 031 H 08012 Light blue
 \$3.00 down Each, cash \$26.50

THE TIMELESS LACE DRESS that makes a very smart appearance on important occasions all year 'round. It is very well made in exquisite nylon and acetate lace over rayon and acetate taffeta. The neckline is becoming to everyone. The skirt flares gracefully has two pleated inserts of nylon net in front (pleats stay!), 2-inch hem. Ornaments, fabric belt. Dry clean. Shpg. wt. 2 lbs. **Order correct size.**
Half sizes 12½, 14½, 16½, 18½, 20½, 22½
 031 H 08017-Dusty pink over dusty pink \$17.50
 031 H 08018-Powder blue over powder blue 17.50
 031 H 08019-Light gray over pink 17.50



The Look . . . sophisticated or sweet

THE DRAMATIC PANEL SILHOUETTE—A dress of filmy silk organza fully lined with rayon and acetate taffeta. Sheer yoke has scalloped cut all around. Deep V neckline. Back. Pleated cummerbund is attached. Slim skirt is circled with scalloped tiers. Attached sheer panels begin at waistline. Long back zipper, 2-inch hem. Dry clean.

Shpg. wt. 1 lb. 8 oz. **Order correct size**
Misses sizes 12 14 16 18 20
 031 H 8020—Black 031 H 8022—Lt. blue
 031 H 8021—Champagne beige. Ea. \$19.50

THE GAY YOUNG LOOK—beautiful flopped flower border design on filmy white nylon that is as crisp and smooth as organza. The entire dress is lined with rayon and acetate taffeta. Bow-trimmed bands of nylon velvet circle the waist. Scalloped-scoop neckline. long zipper in back. scallops all around hemline of the blousy skirt. Dry clean. Wt. 2 lbs.
Juniors sizes 7 9 11 13 15
 031 H 08025—Black on white
 031 H 08026—White and med. sky blue on white *State size* Each \$14.50



Prettiness . . for those gala evenings

THE PLEATED LACE DRESS . . white nylon and acetate lace over pastel rayon and acetate taffeta. Surplice bodice; taffeta cummerbund-effect, pleated full circle skirt about 33 in. long. pleats stay! V-neckline, long zipper in back. Dry clean.

Misses' sizes 10 12 14 16 18 20 Shipping wt. 3 lbs.
 031 H 08030—Lt. pink with white
 031 H 08031—Lt. blue with white
 031 H 08032—All white
Order correct size Each \$15.50
Half sizes 12½ 14½ 16½ 18½ 20½ 22½ Shpg. wt. 3 lbs.
 031 H 08040—Lt. pink with white
 031 H 08041—Lt. blue with white
 031 H 08042—All white
Order correct size . . . Each \$14.50

THE FLOATING PANEL DRESS in wonderful nylon tricot chiffon with full lining of rayon and acetate taffeta. Softly shirred Empire bodice has all-around midriff with embroidered 'laises' and beading in front. Back panels drift to hemline. Very full gathered skirt over nylon net. is about 33 inches long. Long back zipper. Dry clean. Shipping weight 2 pounds.
Misses sizes 10 12 14 16 18
Measure order correct size
 031 H 08033—Light blue
 031 H 08034—Pink
 031 H 08035—White
 Each \$19.50



COTTON LINE-UP

in colorful formation

SHOWN ON OPPOSITE PAGE

A THE DEMURELY COLLARED DRESS in a beautiful printed cotton broadcloth that needs little ironing, resists wrinkles. This princess silhouette has interesting new back detail—tab-belt with unpressed pleats below V-neckline, long zipper. Cotton velvet bow, side-seam pockets. Hand wash separately, drip dry. Measure, order correct size. Shipping weight 1 lb. 12 oz.
Misses' sizes 12, 14, 16, 18, 20.
031 H 5477—Violet, blue and green print with blue bow (as shown) \$9.74

B THE TWO-PIECE CASUAL in handsome cotton satin with a geometric pattern of tiny squares and dots. The fabric is of superior quality combed cotton; mercerized for lasting luster, wrinkle resistant. The sleeveless top is very smart with its band collar and white rick-rack. The slim skirt has a kick pleat in back. Hand wash separately. The red, red rose is included. Order correct size. Shpg. wt. 1 lb. 12 oz.
Misses' sizes 10, 12, 14, 16, 18
031 H 6380—Black and white print. \$9.74
Tall Misses' sizes 12T, 14T, 16T, 18T, 20T
031 H 6480—Black and white print. \$10.74

C THE FULL-SKIRTED SILHOUETTE in excellent quality cotton broadcloth with dyed-to-match lace. A delightful dress for summer afternoons and evenings, fashionably detailed with a deep V neckline in back and a series of little fabric bows (see sketch). Long bodice, tucked in front and back, gathered skirt; back zipper. Hand wash. Bag sold on page 23. Shpg. wt. 1 lb. 10 oz.
Misses' sizes 10, 12, 14, 16, 18
031 H 7129—Lt. blue 031 H 7130—Lt. pink
Order correct size Each \$11.70

D THE SEA COLOR PAINT .. another example of the season's beautiful blending of blues and greens .. here in a fine quality cotton. This dress is very smart and useful—big, tab-trimmed patch pockets, full gathered skirt .. scoop neckline and long zipper in back. Fabric belt, 2-inch hem. Hand wash. The gloves are sold on page 10. Please measure, order your correct size. Shipping weight 1 pound 1 ounce.
Misses' sizes 12, 14, 16, 18, 20
031 H 4477—Sea blue and green print \$6.74

E THE SUN PALMERS DRESS .. wonderful for a summer cruise or anyplace under the sun. Dramatically fashioned with a bright nylon chiffon scarf that can be worn any number of ways .. we've pulled it through the looping and draped it over the shoulders. Boned bodice (can be worn without scarf), big 12-gore skirt. The fabric is embossed cotton in a glorious sunflower print. Washable. Shpg. wt. 1 lb. 8 oz.
Misses' sizes 10, 12, 14, 16, 18
031 H 4475—Sun gold and orange print on white orange scarf. Order correct size \$6.74

\$9.74 10 to 18

\$8.74 10 to 20 \$9.54 14 to 20T

\$12.70 12 to 20 \$13.70 12T to 20T

Details are the feature of the fashion story here

THE BOWED PANEL BACK gives a smart, relaxed look to this slim, step-in dress. Gold color-metals, buttons, white nylon chiffon ascot, side-seam pockets. Skirt has fly front, kick pleat, 2-inch hem. Fine cotton broadcloth, hand wash separately. Weigh 1 lb. 2 oz.
Misses' sizes 10, 12, 14, 16, 18
031 H 6377—Sea turquoise blue
031 H 6378—Black
031 H 6379—Sun coral
Order correct size. Each \$9.74

THE BRAID TRIMMED DRESS in a princess silhouette, newly fashioned with an exceptionally pretty collar. The fabric is fine, ribbed, combed cotton. Plain, porous back with long zipper. Collar goes all around 2-inch hem. Hand wash separately. Order correct size. Shpg. wt. 1 lb. 9 oz.
Misses' sizes 10, 12, 14, 16, 18, 20.
031 H 5507—Light green \$8.74
031 H 5508—Red \$8.74
031 H 5504—Medium blue. ... \$9.74
Tall Misses' sizes 14T, 16T, 18T, 20T
031 H 5682—Light green \$9.54
031 H 5683—Red \$9.54
031 H 5684—Medium blue. ... \$9.54

THE SLIM TUCKED DRESS all gentle lines, casual good looks. Fine cotton with all over tuck ing. Detachable collar of white linen look rayon. Hand wash. Shipping wt. 1 lb. 6 oz.
Misses' sizes 12, 14, 16, 18, 20
Order correct size
031 H 7126—Navy blue
031 H 7127—Turquoise blue
031 H 7128—Red. Each \$12.70
Tall Misses' 12T, 14T, 16T, 18T, 20T. Order correct size
031 H 7146—Navy blue
031 H 7147—Turquoise blue
031 H 7148—Red. Each \$13.70

More fashions for Tall Misses on pages 5, 36, 37, 40, 41, 63, 65, 68, 70. More low-priced cotton dresses for Misses on pages 62, 63, 66 through 71.

MEASURE AND BE SURE .. to determine your correct size, see the measuring instructions and charts on page 1420. Sears Easy Terms are available—see inside back cover.

It's so easy and convenient to telephone your orders. Phone numbers and locations of the Catalog Sales Offices and Catalog Sales Departments are listed on pages 1391 to 1393.



B
\$9.74
0 to 18
\$10.74
12 to 20

A \$9.54 12 to 20

C \$11.70 10 to 18

D \$6.74 12 to 20

E
\$6.74
10 to 18

for jewelry shown,
see pages
25A and 25B



\$10.74
2 to 20

100% Dacron® Batiste

Little ironing pleats stay

Tucks and Pleats in a dress of superb simplicity—unusual versatility. The front of the bodice and sleeves have fine tucks, square neckline is moderately low in back. The full skirt has a flow of stay-in pleats. Light weight wrinkle resistant Dacron—hand wash separately, drip dry—needs little ironing. A perfect travel companion. *Misses' sizes 12, 14, 16, 18, 20.*

Note: Shpg. wt. 1 lb. 8 oz.
031 H 6372—Water blue \$ 0.74
031 H 6373—Beige 0.74
031 H 6374—Pink 10.74

*On Postcard for information only

T strap pumps sold on page 4



\$ 0.74 10 to 18

\$12.70 12 to 18

\$12.70 12 to 20

Arnel and Cotton . . drip dry, needs little ironing

THE COAT DRESS . . woven checks, textured with raised nubby lines. A wide collar curves over shoulders and back.

buttoned panel is white linen-look rayon. Unpressed pleated skirt. 2-inch hem. Arnel and cotton . . hand wash separately. *Order correct size.*

Misses' sizes 10, 12, 14, 16, 18.
031 H 6375—Black and white
031 H 6376—Brown and white
Wt. 1 lb. 8 oz. Each \$10.74

THE BLACK DRESS with the beautiful white yoke that is tucked all around, black nylon velvet ribbon threads cotton lace applique. The full skirt is wide-flared, with unpressed front pleats, slash pockets tucked front bodice. In Arnel and cotton . . resists wrinkles.

hand wash. Shipping weight 1 lb. 8 oz. *State size.*
Misses' sizes 12, 14, 16, 18.
031 H 7131—Black . \$12.70

THE PLEATED SKIRT DRESS with an interesting new neckline—front collar drapes in a soft tie skirt whorls wide with tiny stay-in pleats. In easy-care Arnel and cotton that is wrinkle-resistant hand wash. *Misses' sizes 12, 14, 16, 18, 20.*

Order correct size.
Shipping wt. 1 lb. 12 oz.
031 H 7136—Lt. lilac, \$12.70
031 H 7137—Light blue 12.70
031 H 7138—Lt. green 12.70

For more easy-care fashions, please see our no-iron Arnel jersey dresses shown on pages 7, 36, 55, 58.

in beautiful new dresses . . with ironing the least of your worries!



\$8.74 10 to 18

\$9.54 10 to 18



\$9.54 10 to 18

\$12.70 10 to 18

... a wonderful new easy-care blend

THE WIDE CORRED DRESS in a softly austered woven check. Its simple lines are accented by detachable cuffs of white linen-look rayon cross band neckline and a wide flaring skirt. Long back zipper. In new easy-care Arnel and cotton that resists wrinkles, needs little ironing. Hand wash separately. Drip dry. Size size. Shpg. wt. 1 lb. 8 oz. Misses' sizes 10, 12, 14, 16, 18.
031 H 5475—Pink and white \$8.74
031 H 5476—Black and white \$8.74

THE BEAUTIFUL WRAP-AROUND finely detailed, with a deep Gainsborough collar wide belt above a roman-style skirt. Side seam pocket at belt buckle on simulated gold. Flower not included. In ever-fresh, wrinkle-resistant Arnel and cotton that needs little ironing. Hand wash separately. Drip dry. Order correct size. Misses' sizes 10, 12, 14, 16, 18. Shipping weight 1 pound 10 oz.
031 H 557—Light blue \$9.54
031 H 5518—Light green \$9.54

65% Dacron and 35% Cotton

THE CLASSIC SHIRTWAIST stays crisp and poised in easy-care Dacron® and cotton. It has a button-down collar; back shoulder yoke with action fullness below a swing of unpressed pleats in skirt. Wrinkle resistant, hand wash separately. Drip dry. Little ironing. Size size. Shpg. wt. 1 lb. 10 oz. Misses' sizes 10, 12, 14, 16, 18.
031 H 5478—Light blue \$9.54
031 H 5479—Sun yellow \$9.54
031 H 5480—Light blue \$9.54

* Do Not Wash for extra care

THE SASHED SHIRTWAIST with a bodice that has stay-in pleats all across the back . . an easy living dress in easy care Dacron and cotton. Full skirt of unpressed pleats, jaunty sash of tie-print rayon. Self-mocking belt also. Wrinkle resistant, needs little ironing. Hand wash separately. Drip dry. Under cottons size. Shpg. wt. 1 lb. 9 oz. Misses' sizes 10, 12, 14, 16, 18.
031 H 7153—Light blue \$12.70
031 H 7154—Light beige \$12.70
031 H 7155—Light pink \$12.70





1974 07 06

5774 6 10 3 35 54 4 10 2'

The softened, Slim Silhouette

03 448
 03 438

[illegible]\$ 3.70
19 10 11

\$10.74 10 to 14

\$11.74 12T to 20T



Back Interest... new fashion dividend

THE BANK BOOK

DATE	DEBIT	CREDIT	BALANCE
1890			
Jan 1			
Feb 1			
Mar 1			
Apr 1			
May 1			
Jun 1			
Jul 1			
Aug 1			
Sep 1			
Oct 1			
Nov 1			
Dec 1			
1891			
Jan 1			
Feb 1			
Mar 1			
Apr 1			
May 1			
Jun 1			
Jul 1			
Aug 1			
Sep 1			
Oct 1			
Nov 1			
Dec 1			
1892			
Jan 1			
Feb 1			
Mar 1			
Apr 1			
May 1			
Jun 1			
Jul 1			
Aug 1			
Sep 1			
Oct 1			
Nov 1			
Dec 1			

[illegible]

1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100. 101. 102. 103. 104. 105. 106. 107. 108. 109. 110. 111. 112. 113. 114. 115. 116. 117. 118. 119. 120. 121. 122. 123. 124. 125. 126. 127. 128. 129. 130. 131. 132. 133. 134. 135. 136. 137. 138. 139. 140. 141. 142. 143. 144. 145. 146. 147. 148. 149. 150. 151. 152. 153. 154. 155. 156. 157. 158. 159. 160. 161. 162. 163. 164. 165. 166. 167. 168. 169. 170. 171. 172. 173. 174. 175. 176. 177. 178. 179. 180. 181. 182. 183. 184. 185. 186. 187. 188. 189. 190. 191. 192. 193. 194. 195. 196. 197. 198. 199. 200. 201. 202. 203. 204. 205. 206. 207. 208. 209. 210. 211. 212. 213. 214. 215. 216. 217. 218. 219. 220. 221. 222. 223. 224. 225. 226. 227. 228. 229. 230. 231. 232. 233. 234. 235. 236. 237. 238. 239. 240. 241. 242. 243. 244. 245. 246. 247. 248. 249. 250. 251. 252. 253. 254. 255. 256. 257. 258. 259. 260. 261. 262. 263. 264. 265. 266. 267. 268. 269. 270. 271. 272. 273. 274. 275. 276. 277. 278. 279. 280. 281. 282. 283. 284. 285. 286. 287. 288. 289. 290. 291. 292. 293. 294. 295. 296. 297. 298. 299. 300. 301. 302. 303. 304. 305. 306. 307. 308. 309. 310. 311. 312. 313. 314. 315. 316. 317. 318. 319. 320. 321. 322. 323. 324. 325. 326. 327. 328. 329. 330. 331. 332. 333. 334. 335. 336. 337. 338. 339. 340. 341. 342. 343. 344. 345. 346. 347. 348. 349. 350. 351. 352. 353. 354. 355. 356. 357. 358. 359. 360. 361. 362. 363. 364. 365. 366. 367. 368. 369. 370. 371. 372. 373. 374. 375. 376. 377. 378. 379. 380. 381. 382. 383. 384. 385. 386. 387. 388. 389. 390. 391. 392. 393. 394. 395. 396. 397. 398. 399. 400. 401. 402. 403. 404. 405. 406. 407. 408. 409. 410. 411. 412. 413. 414. 415. 416. 417. 418. 419. 420. 421. 422. 423. 424. 425. 426. 427. 428. 429. 430. 431. 432. 433. 434. 435. 436. 437. 438. 439. 440. 441. 442. 443. 444. 445. 446. 447. 448. 449. 450. 451. 452. 453. 454. 455. 456. 457. 458. 459. 460. 461. 462. 463. 464. 465. 466. 467. 468. 469. 470. 471. 472. 473. 474. 475. 476. 477. 478. 479. 480. 481. 482. 483. 484. 485. 486. 487. 488. 489. 490. 491. 492. 493. 494. 495. 496. 497. 498. 499. 500. 501. 502. 503. 504. 505. 506. 507. 508. 509. 510. 511. 512. 513. 514. 515. 516. 517. 518. 519. 520. 521. 522. 523. 524. 525. 526. 527. 528. 529. 530. 531. 532. 533. 534. 535. 536. 537. 538. 539. 540. 541. 542. 543. 544. 545. 546. 547. 548. 549. 550. 551. 552. 553. 554. 555. 556. 557. 558. 559. 560. 561. 562. 563. 564. 565. 566. 567. 568. 569. 570. 571. 572. 573. 574. 575. 576. 577. 578. 579. 580. 581. 582. 583. 584. 585. 586. 587. 588. 589. 590. 591. 592. 593. 594. 595. 596. 597. 598. 599. 600. 601. 602. 603. 604. 605. 606. 607. 608. 609. 610. 611. 612. 613. 614. 615. 616. 617. 618. 619. 620. 621. 622. 623. 624. 625. 626. 627. 628. 629. 630. 631. 632. 633. 634. 635. 636. 637. 638. 639. 640. 641. 642. 643. 644. 645. 646. 647. 648. 649. 650. 651. 652. 653. 654. 655. 656. 657. 658. 659. 660. 661. 662. 663. 664. 665. 666. 667. 668. 669. 670. 671. 672. 673. 674. 675. 676. 677. 678. 679. 680. 681. 682. 683. 684. 685. 686. 687. 688. 689. 690. 691. 692. 693. 694. 695. 696. 697. 698. 699. 700. 701. 702. 703. 704. 705. 706. 707. 708. 709. 710. 711. 712. 713. 714. 715. 716. 717. 718. 719. 720. 721. 722. 723. 724. 725. 726. 727. 728. 729. 730. 731. 732. 733. 734. 735. 736. 737. 738. 739. 740. 741. 742. 743. 744. 745. 746. 747. 748. 749. 750. 751. 752. 753. 754. 755. 756. 757. 758. 759. 760. 761. 762. 763. 764. 765. 766. 767. 768. 769. 770. 771. 772. 773. 774. 775. 776. 777. 778. 779. 780. 781. 782. 783. 784. 785. 786. 787. 788. 789. 790. 791. 792. 793. 794. 795. 796. 797. 798. 799. 800. 801. 802. 803. 804. 805. 806. 807. 808. 809. 810. 811. 812. 813. 814. 815. 816. 817. 818. 819. 820. 821. 822. 823. 824. 825. 826. 827. 828. 829. 830. 831. 832. 833. 834. 835. 836. 837. 838. 839. 840.



\$10.74 8 to 16; 7 to 15

\$8.74 12 to 20 \$9.54 12 to 20

The very wearable Two-piece Dress

THE NEW EASED SILHOUETTE so fashionable this season, beautifully exemplified in this smart 2-piece outfit. The button back overblouse is tweed-look rayon and acetate. A detachable overcollar and sleeve edging are white linen-look rayon. A braid trim rayon satin bow mock pockets. The tapered skirt of solid color linen-look rayon has a back kick pleat, 2-inch hem. Hand wash separately. Shipping wt. 2 lbs.

Misses' sizes 8, 10, 12, 14, 16

Juniors' sizes 7, 9, 11, 13, 15

Measure, order correct size

031 H 6386 Black and white \$10.74

031 H 6387 Navy and white 10.74

THE SOFT DRESSMAKER LOOK cotton and rayon with a bonnet-like texture and a subtle luster. The jacket has pretty, frayed rhinestone trim. Fabric bows a flattering collar with scallops in front, rows of coring all around. Slim skirt has a back kick pleat. Hand wash separately. Style size Wt. 1 lb. 9 oz.

Misses' sizes 12, 14, 16, 18, 20

031 H 5512 Navy blue 8.74

031 H 5513 Lavender 8.74

031 H 5514 Light spice brown 8.74

Teen-Miss sizes 21-41 101 151 201

031 H 5679 Navy blue 9.54

031 H 5680 Lavender 9.54

031 H 5681 Light spice brown 9.54

Wishably terms are explained on page 1396. You can buy all your clothes and accessories at Sears, Roebuck & Co. side back cover for complete information. Order regularly and get your Sears Catalogs regularly.



\$10.74 2 to 20

\$9.54 12 to 20

The beloved Shirtwaist Dress

THE COOL MESH DRESS durable, easy-care acetate and nylon... needs only the least bit of ironing. This smart step-in style is very well made with a detachable overcollar of white linen-look rayon, set-in pockets, back kick pleat, 2-inch hem. Hand wash separately. Shpg. wt. 1 lb. 12 oz. Order your correct size.

Misses' sizes 12, 14, 16, 18, 20

031 H 6389 Powder blue \$10.74

031 H 6390 Navy blue 10.74

031 H 6391 Dusty rose 10.74

THE FLOWER PRINT DRESS in rayon and silk smooth, soft lustered fabric, light as a breeze. Fly-front step-in style with puffed sleeves, full gathered skirt, 2 inch hem. Silk chiffon ascot. Hand wash separately. Shipping weight 1 lb. 4 oz.

Misses' sizes 12, 14, 16, 18, 20

Measure, order your correct size

031 H 5490 Sea turquoise and blue print on white ground. \$9.54

031 H 5491 Pink and bright rose print on white ground. \$9.54

Measure and Be Sure, see the measuring instructions and charts on page 1420



A
\$6.74
10 to 20
\$7.54
21 to 24
\$8.29
25 to 28



E
\$6.74
2 to 20

40 SEARS ROEBUCK



B \$6.74 10 to 20



C \$6.74 12 to 20 \$7.54 21 to 24

D \$6.74 12 to 20 \$7.54 21 to 24

More Dresses that cost so little, look so nice

A THE JACKET AND DRESS ENSEMBLE Sleeveless dress is combed cotton and Cupron® rayon—a smooth, softly lustrous fabric that needs little ironing. It has a front midriff, hip pockets, low neckline, zipper and kick pleat in back. 2-inch hem. Cut away jacket of linen-look rayon and acetate has white and matching woven stripes. Hand wash separately. Order correct size. Shipping wt. 1 lb. 4 oz.
Misses' sizes 10, 12, 14, 16, 18, 20
031 H 3639—Beige 2 pieces \$6.74
031 H 3640—Light blue 2 pieces \$6.74
Tall Misses' sizes 12T, 14T, 16T, 18T, 20T
031 H 3509—Beige 2 pieces \$7.54
031 H 3510—Light blue 2 pieces \$7.54

B LINEN-LOOKED ACETATE AND RAYON Firm and lustrous fabric, with a satin-weave back. Step-in dress, white rayon fabric over bodice and flower flared 2-gore skirt. Dry clean. Shipping wt. 1 lb. 7 oz.
Misses' sizes 10, 12, 14, 16, 18, 20. Order correct size.
031 H 3641—Navy blue with white dots \$6.74

C LINEN-LOOK RAYON AND ACETATE The slim monogram dress, brightly flashed with a square of red silk and white over black rayon edging. Soft flattering cut, 1/2 inch hem, 2-inch pockets, long back zipper. Back kick pleat, 2-inch hem. Cut-out simulated monogram. Dry clean. Shipping weight 1 lb. 4 oz.
Misses' sizes 10, 12, 14, 16, 18, 20. Order correct size.
031 H 3645—Navy \$6.74 031 H 3646—Black \$6.74

D DACRON® AND COTTON in a pretty print. The dress has a finely tucked bodice, fabric bow and multi-gored umbrella tucked skirt for flattering flare. Washable—needs little ironing.
Please measure, order correct size. Shipping wt. 1 lb.
Misses' sizes 12, 14, 16, 18, 20
031 H 3642—Red and blue print on white \$6.74
031 H 3643—Black and red print on white \$6.74
Tall Misses' sizes 12T, 14T, 16T, 18T, 20T
031 H 3542—Red and blue print on white \$7.54
031 H 3543—Black and red print on white \$7.54

E FINE COMBED COTTON AND CUPRON® RAYON with a shantung texture. The tailored coat dress in tiny flower print has tab pockets, white silk scarf back kick pleat, 2-inch hem. Hand wash separately. Order correct size. Shipping weight 1 pound.
Misses' sizes 12, 14, 16, 18, 20
031 H 3644—Lt. rose, blue and white on navy \$6.74
Tall Misses' sizes 12T, 14T, 16T, 18T, 20T
031 H 3514—Lt. rose, blue and white on navy \$7.54

For other cottons and a good selection of budget priced dresses in Misses' sizes, see our budget section pages 60 through 71. For Tall Misses' sizes, see pages 5, 32, 33, 36, 37, 63, 65, 66, 68, 70.

MEASURE AND BE SURE... It takes only a few minutes to determine your correct size. Instructions and charts can be found on page 1420.

THE PRETTY CASUAL in fine fabrics that wash

A THE NEW 1-PIECE DRESS with the lowered bust a silhouette that defines the figure in one supple, unbroken line. Fine quality linen-look rayon with detachable collar and cuffs, organdy bow back kick pleat, 2-in. hem. Hand wash separately. Handbag and shoes are sold on page 14.
Misses' sizes 8, 10, 12, 14, 16. Juniors' sizes 7, 9, 11, 13, 15. Order correct size. Shpg. wt. 1 lb. 6 oz.
031 H 5515—Medium gray plaid with black \$8.74

B THE NEW 2-PIECE DRESS in linen-look rayon with tweedy flecks. casually fitted in the straight silhouette. Top buttons in back, skirt has high waist band, back kick pleat. Nylon scarf. Hand wash. Head rope jewelry sold on page 12.
Misses' sizes 8, 10, 12, 14, 16. Juniors' sizes 7, 9, 11, 13, 15. Order correct size. Shipping weight 2 lbs.
031 H 7141—Sea aqua with white flecks . . 2-pcs. \$12.70
031 H 7142—Navy blue with white flecks . . 2-pcs. 12.70

SHOWN ON OPPOSITE PAGE

C THE POLKA DOT DRESS in cotton and Cupron® rayon with a shantung texture. Smart, set-in cummerbund gathered skirt. 2-inch hem. Long back zipper. Hand wash separately. Shipping wt. 1 lb. 6 oz.
Misses' sizes 8, 10, 12, 14, 16. Order correct size.
031 H 5488—Light blue with white ducos dots \$7.74
031 H 5489—Pink with white ducos dots . . 7.74

D THE SAILOR-COLLAR DRESS in linen-look rayon with grosgrain trim. Button front. set-in pockets, wide-flaring skirt. Hand wash separately.
Misses' sizes 10, 12, 14, 16, 18, 20. Order correct size.
031 H 5495—Light blue 031 H 5496—Navy blue
031 H 5497—White. Shpg. wt. 1 lb. 12 oz. Each \$7.74

E THE CLASSIC SHIRTWAIST DRESS in linen-look rayon, with simple lines and expensive details. Back kick pleat, 2-inch hem. Silk square and extra fabric buttons included. Hand wash separately.
Misses' sizes 12, 14, 16, 18, 20. Order correct size.
031 H 6227—Copen blue 031 H 6229—Beige
031 H 6230—Pink. Shpg. wt. 2 lbs. . . Each \$9.74

F THE TAILOR-TRIMMED DRESS in cotton and acetate with woven lines and tabs. Flared skirt. back zipper. Rhinestone pinson tabs. Hand wash separately.
Misses' sizes 12, 14, 16, 18, 20. Order correct size.
031 H 5492—Copen blue 031 H 5493—Navy blue
031 H 5494—Orchid. Shpg. wt. 1 lb. 6 oz. Each \$8.54

G THE SHADOW-PLAID DRESS in lustrous, light weight cotton and nylon. Smart stand-away collar, gathered skirt, 2-inch hem. Hand wash separately.
State Misses' size 8, 10, 12, 14, 16. Wt. 1 lb. 8 oz.
031 H 5451—Mint gray 031 H 5452—Dusty rose
031 H 5453—Dusty (medium) blue . . . Each \$7.74

H THE EMBROIDERED DRESS in linen-look rayon with matching braid and rhinestone trim. Versatile, unlined coat dress with soft pleats in front of skirt and smooth 3-gore back, 2-inch hem. Hand wash separately.
Misses' sizes 10, 12, 14, 16, 18, 20. Order correct size.
031 H 5498—Luggage tan 031 H 5499—Navy blue
Shpg. wt. 2 lbs. 10 oz. . . 2-pc. outfit only \$8.74

J THE SLEEVELESS SHIRTWAIST DRESS with a dividend of back interest in an unexpected long button trimmed tab. Well made in linen-look rayon. Silk square, back kick pleat. 2-in. hem. Hand wash separately.
Misses' sizes 10, 12, 14, 16, 18. State size.
031 H 5481—Lilac 031 H 5483—Light beige
031 H 5482—Pink. Shpg. wt. 1 lb. 10 oz. Each \$7.74

K THE PRINTED SHIRTWAIST DRESS a casual beauty in lustrous acetate and cotton pique. Bodice has deep back yoke, fullness below, gathered skirt. side-seam pockets. Hand wash separately. Wt. 1 lb. 11 oz.
Misses' sizes 12, 14, 16, 18, 20. Order correct size.
031 H 5484—Sea blue and navy on natural color \$9.54
031 H 5485—Orange and brown on natural color 9.54

A \$8.74 8 to 16, 7 to 15

B \$12.70 8 to 16, 7 to 15

THE STRAIGHT AND NARROW LOOK



\$10.74 8 to 16, 7 to 15

\$8.74 12 to 20 \$9.54 12 to 20

The very wearable Two-piece Dress

THE NEW EARED SILHOUETTE so fashionable this season beautifully exemplified in this smart 2-piece outfit. The button-back overblouse is tweed look rayon and acetate its detachable overcollar and sleeve edging are white linen look rayon braid trim rayon satin bow mock pockets. The tapered skirt is color linen look rayon look pleat 2 inch hem. Hand wash separate shipping wt. 2 lbs.

031 H 6386 Black and white \$10.74
031 H 6387 Navy and white 9.74

THE SOFT DRESSMAKER LOOK of rayon with a bonan lik look and a subtle luster. The jacket is rayon and acetate. The skirt is rayon and acetate. The jacket is rayon and acetate. The skirt is rayon and acetate.

031 H 6382 Navy and white \$8.74
031 H 6383 Navy and white 8.74
031 H 6384 Navy and white 8.74
031 H 6385 Navy and white 8.74
031 H 6386 Navy and white 8.74
031 H 6387 Navy and white 8.74

Washable terms are explained on page 1420. See also page 1420 for more information and accessories on Sears Fashion. Information. Other regular prices are shown in parentheses.



\$7.74 12 to 20

\$9.54 12 to 20

The beloved Shirtwaist Dress

THE SOFT MESH DRESS is durable rayon acetate and acetate. The style is very well made with a detachable overcollar of white linen look rayon set in ports. The skirt is rayon and acetate. The jacket is rayon and acetate. The skirt is rayon and acetate.

031 H 6389 Navy and white \$7.74
031 H 6390 Navy and white 7.74
031 H 6391 Navy and white 7.74

THE FLOWER PRINT DRESS in rayon and silk smooth soft lustered fabric, light as a breeze. Fly-front wrap-in style with puffed sleeves, full gathered skirt 2-inch hem. Silk. Hand wash separately. Shipping weight 1 lb 4 oz.

031 H 5490 Sea turquoise and blue \$9.54
031 H 5491 Navy and white 9.54
031 H 5492 Navy and white 9.54

Measure and Be Sure. See the measuring instructions and charts on page 1420.

Cottons forecast a beautiful summer

with a cool, bright, spic-and-span look



A \$6.74 10 to 20

B \$6.74 12 to 20

A COTTON SATIN stays firm and lustrous, shuns wrinkles. Expensively detailed dress with fine tucks on bodice and buttoned belt, unpressed pleats in skirt. Moderately scooped neckline in back. Washable. *Misses' sizes 12, 14, 16, 18, 20. Order correct size.* Shipping weight 1 lb. 2 oz. 031 H 4473—Rose pink \$6.74 031 H 4474—Medium wedge-wood blue . Each \$6.74

B DOTTED SWISS with pastel flower print. A soft, pretty dress, with a surplice bodice and full skirt of unpressed pleats. V-neckline and long zipper in back, 4-inch hem. Washable. *Misses' sizes 12, 14, 16, 18, 20. Order correct size.* Shipping weight 1 pound 031 H 4491—Pastel print on white. \$6.74 031 H 4492—Pastel print on light pink \$6.74

C CASHMERE COTTON a lustrous, firmly woven fabric perfect for the sun. action-garbed shortwaist dress. Back shoulder yoke with soft fullness below dashing pocket dot cummerbund. Back kick pleat, 2-inch hem. Washable, wrinkle-resistant needs little ironing. Shipping weight 1 pound 3 ounces. *Misses' sizes 10, 12, 14, 16, 18. Please order correct size.* 031 H 4493—Light blue, navy with white dots . \$6.74 031 H 4494—Black, red with white dots . 6.74 031 H 4495—Sand beige, brown with white dots . 6.74 *Tall Misses' sizes 12T, 14T, 16T, 18T. Order correct size.* 031 H 4593—Light blue, navy with white dots . \$7.54 031 H 4594—Black, red with white dots . 7.54 031 H 4595—Sand beige, brown with white dots . 7.54

For explanation of washability terms, see page 1596. You can buy your entire wardrobe or anything in this book on Sears Easy Terms. see inside cover for complete details.



C \$6.74 12 to 18 \$7.54 22 to 28



D \$6.74 8 to 16

E \$6.74 \$7.54 12 to 20 12T to 20T

D FINE QUALITY GINGHAM the dress with a salty air. White sailor collar of linen-look rayon, bright red tie echoed by a touch of red at the hip pockets. Back kick pleat 2-in. hem. Fabric belt included. Washable. Wt. 1 lb. 14 oz. *Misses' sizes 8, 10, 12, 14, 16. Please order correct size.* 031 H 4487—Black and white woven checks . \$6.74

E DAN RIVER WRINKLE-SHED® COMBED COTTON with a lobby-weave design. Dri-Dor finish needs little ironing. Washable. fabric won't shrink over 1%. Coat dress with roll-up sleeves, back shoulder yoke, pleated back bodice unpressed pleated skirt, 2-inch hem. Shpg. wt. 1 lb. 3 oz. *Misses' sizes 12, 14, 16, 18, 20. Please order correct size.* 031 H 4481—Light rose and tan woven stripe on white \$6.74 031 H 4482—Light blue and tan woven stripe on white 6.74 *Tall Misses' 12T, 14T, 16T, 18T, 20T. Order correct size.* 031 H 4581—Light rose and tan woven stripe on white \$7.54 031 H 4582—Light blue and tan woven stripe on white 7.54

SHOWN ON OPPOSITE PAGE

D THE EMBROIDERED DRESS is beautiful fine-count cotton dramatically styled for important moments. Deep tucks around bodice, bouffant sleeves, and billowing gathered skirt. Low square neck line and zipper in back, 2-inch hem. Hand wash separately. Shipping weight 2 lbs. 8 oz. *Order correct size*. Juniors' sizes 5, 7, 9, 11, 13, 15. Use measurement chart on page 44. 031H 7611 White 031H 7612 Pink 031H 7613 Lt. blue .. Each \$17.00

E THE PANELLED PRINCESS DRESS in combed, mercerized cotton a pretty pastel with tiny tucks and dyed-to-match lace. Full skirt has side and back yoke. Hand wash separately. Shpg. wt. 1 lb. 12 oz. Juniors' sizes 7, 9, 11, 13, 15, 17. Please measure, order correct size. 031H 7050—Light pink \$12.70 031H 7051—Light blue 12.70

F THE DRESS AND SWEATER .. something bright and new, the Orion sweater in a gay flower print .. a beautiful complement to the slim dress of fine quality linen look rayon .. dress has side-seam pocket, back kick pleat. Hand wash separately. Juniors' sizes 9, 11, 13, 15, 17. *Order correct size*. Shpg. wt. 2 lbs. 031H 7082—White dress, pastel print sweater \$13.70 031H 7083—Sea aqua green dress; pastel print sweater \$13.70

G THE JACKETED DRESS in billowy, lustrous cotton and silk. The jacket has dolman sleeves, fabric buttons. The dress is sleeveless with a wide cummerbund to accent full skirt of unpressed pleats; low scoop neck, zipper in back. Dry clean. Shipping wt. 1 lb. 12 oz. Juniors' sizes 7, 9, 11, 13, 15. Please measure, order correct size. 031H 7080—Lt. blue dress, lt. blue, gray and white plaid jacket. \$12.70 031H 7081—Black dress, black, gray and white plaid jacket. \$12.70

H THE FLOWERED SHIRTWAIST in easy-care 65% Dacron, 35% cotton. A love of a dress .. dainty tucked bodice has inverted pleat in back, convertible collar .. vivid sash on a swirl of full skirt. Hand wash separately, drip dry, needs little ironing, resists wrinkles. Juniors' sizes 7, 9, 11, 13, 15, 17. Use measurement chart on page 44. *Order correct size*. Shpg. wt. 2 lbs. 031H 7608—Sun yellow and orange print on white, orange sash \$15.50 031H 7609—Light and dark moss green on white, moss green sash \$15.50

Jewelry sold on pages 25A and 25B
bags sold in bag section, hats sold in millinery section

Party dresses for juniors on pages 31, 32, 33. More new strapless fashions sold on pages 2, 3, 3, 38, 44, and 48

MEASURE AND BE SURE .. see measurement chart on page 420. For more Sears-Roebuck items see size and color. *Order regularly get new Sears catalogs regularly.*

Order with confidence .. order by phone .. Everything you order is guaranteed .. only Phone Number .. of Sears, Roebuck and Co. Office and Sales Department in retail stores on pages 391 to 393.

The Outfit .. for the complete look

A THE SKIRT AND BLOUSE .. the power of lighter silhouette. Woven check jacket and skirt, solid color blouse, are beautifully tailored in even-fresh, wash-and-wear Dacron® and cotton. Collarless jacket has two-way back vent, pockets. Blouse with soft ruffled yoke, button-on skirt with back kick pleat, 2-inch hem. Hand wash separately, drip dry, little ironing .. resists wrinkles. Juniors' sizes 7, 9, 11, 13, 15. *State size*. Shpg. wt. 2 lbs. 4 oz. 031H 7605—Med. blue with black and white, lt. blue blouse \$14.50 031H 7606—Lt. beige with black and gold, lt. beige blouse .. 14.50

B THE JACKET AND DRESS, based on the new narrow silhouette in original Shagbark fabric, combed cotton with knotted weave. Cut-away jacket has trimmable, detachable white pique collar. Dress with hip pockets, low square neck, zipper and back pleat in back, 2-inch hem. Hand wash separately, drip dry, little ironing. Juniors' sizes 7, 9, 11, 13, 15. *State size*. Shpg. wt. 1 lb. 12 oz. 031H 7084—Sea green print 2 pieces \$13.70 031H 7087—Sea green print 2 pieces \$13.70

C THE COAT AND DRESS in smart linen-look rayon. Versatile uniform of jacket and dress with pockets, back zipper and kick pleat. Hand wash separately. Shpg. wt. 1 lb. 12 oz. Juniors' sizes 7, 9, 11, 13, 15. *State size*. Shpg. wt. 1 lb. 12 oz. 031H 5032—Black and white, white coat 2 pieces \$9.54 031H 5033—White, black and white coat 2 pieces \$9.54

A
\$18.50
7 to 15

B
\$13.70
7 to 15

C
\$19.54
9 to 17



A

B

C

*All items in this advertisement are available while supplies last.

WONDERFUL JUNIOR FASHIONS . . of sugar and spice, and everything nice



D \$17.00
5 to 15

E \$12.70
7 to 17

F \$3.70
9 to 17

G \$12.70
7 to 15

H
\$15.50
7 to 17



FASHIONS IN LITTLE-IRON FABRICS

give Juniors lots more time for fun

SHOWN ON OPPOSITE PAGE



D
\$12.70
5 to 13

A THE PRINCESS DRESS in black cotton and Orlon® with white cotton lace and black nylon velvet ribbon. Surprise in back of skirt... a V-shaped yoke with gathered fullness below. Scoop neckline and long zipper in back. Hand wash separately, drip dry, wrinkle-resistant. Shipping weight 1 lb. 12 ounces. *Juniors' sizes 5, 7, 9, 11, 13, 15. Measure; order correct size.* 031H 7070—Black.... \$12.70

B THE SKIRTWAIST DRESS in Arnel and cotton... dramatically fashioned with broad embroidered white bodice and very full black skirt. Convertible collar. Hand wash separately, drip dry, wrinkle-resistant. Shipping weight 1 pound 17 ounces. *Juniors' sizes 5, 7, 9, 11, 13, 15. Measure; order correct size.* 031H 7084—Black and white with black braid... \$12.70

E THE LIMO-WEAVE CHECK DRESS... very fine combed cotton. This is a favorite silhouette for Juniors... long line bodice and full gathered skirt. Fabric belt with flower. Low square neckline and zipper in back. Hand wash separately, drip dry, wrinkle-resistant. Shipping weight 1 lb. 10 oz. *Juniors' sizes 9, 11, 13, 15, 17. Order correct size.* 031H 5035—Sea aqua blue and white checks. \$9.54
031H 5056—Orchid pink and white checks. 9.54

F THE LATHER YOKE DRESS... fine cotton in one of this season's magnificent sea color prints. The very pretty neckline has a bead trimmed front yoke, is cut in a deep scoop in back. Full gathered skirt; 2-inch hem. Long back zipper, fabric belt. Hand wash separately, drip dry, wrinkle-resistant. Shipping weight 1 lb. 4 oz. *Juniors' sizes 9, 11, 13, 15, 17. State size.* 031H 6157—Medium sea blue print. \$9.74

G THE SKIRTWAIST DRESS in 100% Dacron® baliste, delightfully light and airy. The tucked bodice and cummerbund have crocheted looping, the skirt has unpressed pleats. Long back zipper. A beautifully easy dress to live in! Hand wash separately, drip dry, wrinkle-resistant. *Juniors' sizes 5, 7, 9, 11, 13, 15. Measure; order correct size.* Shipping weight 1 pound 4 ounces. 031H 6154—Sun yellow 031H 6155—Light green
031H 6156—Ice blue Each \$10.74

H THE RUFFLED COAT DRESS in a wonderful dark print cotton with a fashionable long sash circling the waist. Unpressed pleated skirt. Hand wash separately, drip dry, wrinkle-resistant. *Juniors' sizes 7, 9, 11, 13, 15. Measure; order correct size.* Shipping weight 1 pound 10 ounces. 031H 5057—Ice brown with sun gold flower print on black, spice brown wash \$7.74

I THE DRESS AND SWEATER, a very popular two-piece. Wrinkle-resistant cotton dress has deep scoop neckline and zipper in back, full skirt of unpressed pleats, grosgrain belt. Orlon knit sweater is prettily detailed with applique of roses from the dress print, fabric-covered buttons can be worn with other summer dresses. Hand wash dress and sweater separately, drip dry. *Juniors' sizes 7, 9, 11, 13, 15. Measure; order correct size.* Shipping weight 2 pounds. 031H 5058—Sun gold roses printed on white; white sweater 2 pieces \$9.54

J THE SLIM DRESS AND BUTTON-BACK JACKET extra fine quality combed petupoint-type cotton pique. Sleeveless dress has cuffed yoke in front... in back, a scoop neckline, long zipper, kick pleat. The jacket is smartly detailed with striped grosgrain ribbon... ribbon outlines the shallow square neckline in back. Belt included. Hand wash alone; drip dry, wrinkle-resistant. *Juniors' sizes 9, 11, 13, 15, 17. Measure; order correct size.* Shipping weight 1 pound 13 ounces. 031H 5052—Copen blue and white... 2 pieces \$8.74
031H 5053—Black and white... 2 pieces 8.74
031H 5054—Pink and white... 2 pieces 8.74

MEASUREMENT CHART for JUNIORS

Order only sizes listed with each ordering number

| Size | 5 | 7 | 9 | 11 | 13 | 15 | 17 |
|--------------|--------|--------|--------|--------|--------|--------|--------|
| Bust | 29 1/4 | 30 1/2 | 32 | 33 1/2 | 35 | 36 1/2 | 38 |
| Waist | 25 1/2 | 27 | 28 1/2 | 30 1/2 | 32 | 33 1/2 | 35 |
| Hips | 31 | 32 | 33 1/2 | 35 | 37 | 39 | 41 |
| Dress length | 42 1/2 | 44 | 44 1/2 | 45 | 45 1/2 | 46 | 46 1/2 |

For more Juniors' fashions, see the new straight line silhouettes on pages 2, 3, 5, 38 and 48... the sailor dress, page 19, party dresses, pages 30, 31, cottons for summer dancing pages 22 and 24.

To determine your correct size, see the measuring instructions on page 1420. Washability terms are explained on page 1396. Sears Easy Terms are available... see inside back cover for details.



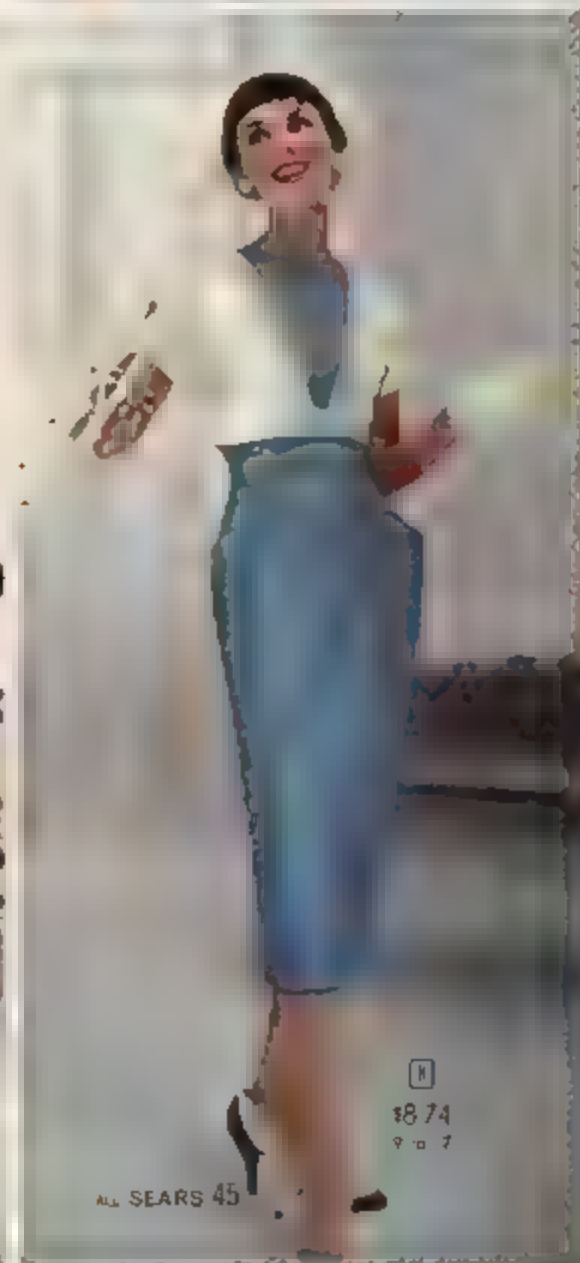
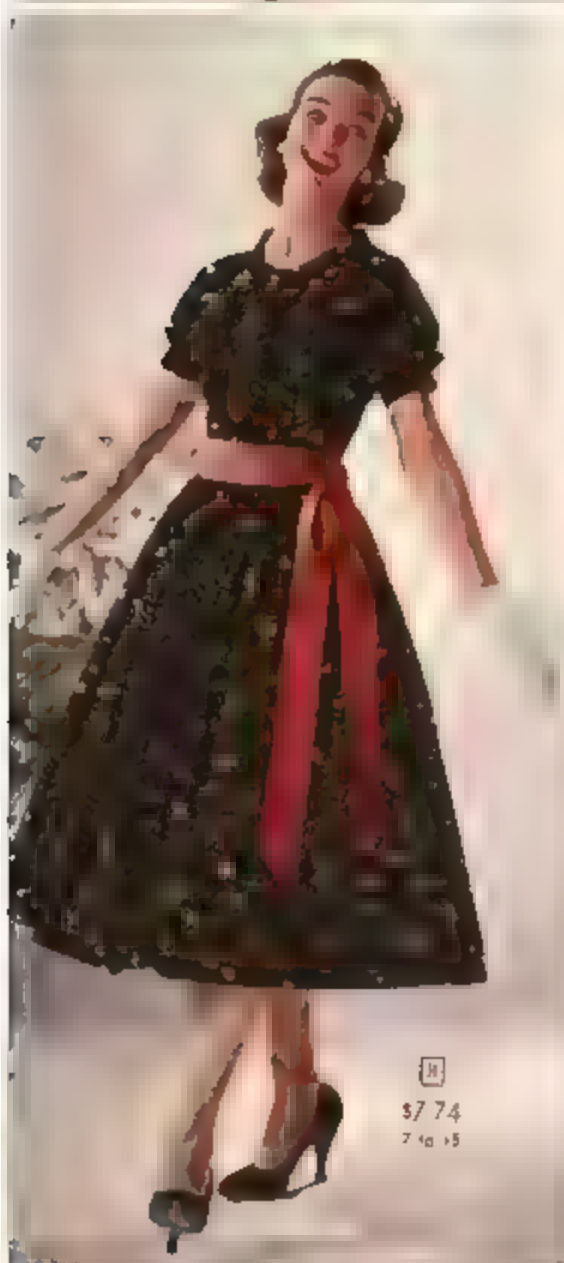
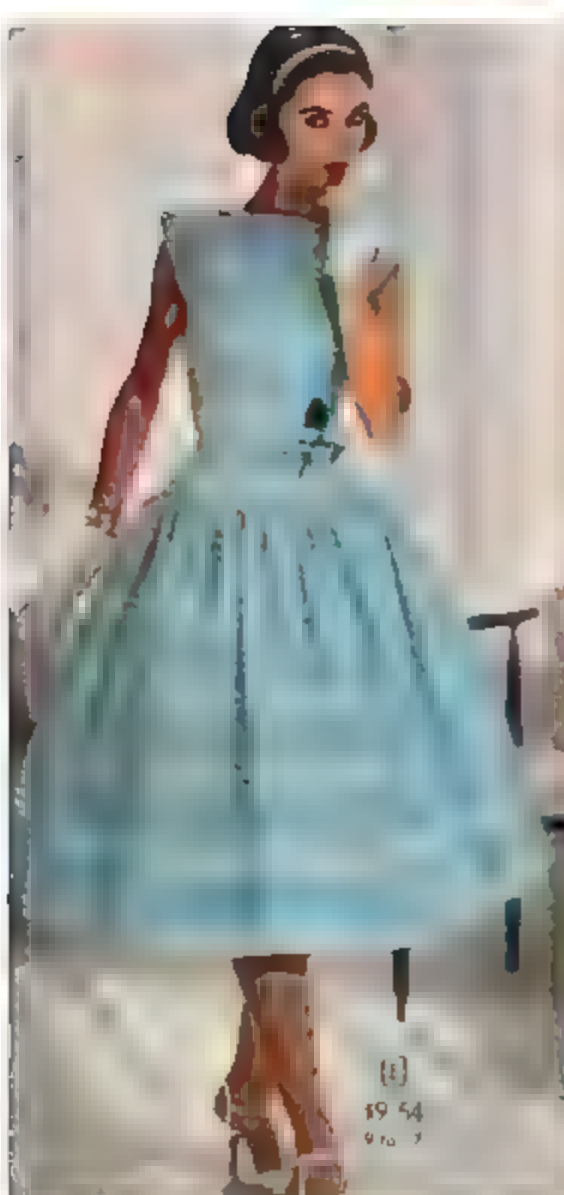
C \$14.70 5 to 5

D \$10.74 7 to 17

A \$12.70 5 to 15

C THE MIDDY DRESS in our best Arnel shark skin. This is the new look of fashion... straight and narrow. Overblouse with sailor collar and navy braid trim... snap-in bib, detachable bow of nylon or gandy. Separate pleated skirt (pleats stay) 2 inch hem. Hand wash separately, can be dry ironed; wrinkle-resistant. *Juniors' sizes 5, 7, 9, 11, 13, 15. Order correct size.* Shpg. wt. 2 lbs. 14 oz. 031H 7627—White with navy trim. 2 pieces \$14.70

D THE 2-PIECE DRESS in woven check Arnel and cotton... excellent quality. The easy fitting jacket zips in front, has a peplum effect in back. The skirt... a carefree sweep of stay in pleats. Hand wash separately; drip dry, wrinkle-resistant. Handbag sold on page 23. *Juniors' sizes 9, 11, 13, 15, 17. Order correct size.* Shipping wt. 1 lb. 12 oz. 031H 6152—Navy blue and white... \$10.74
031H 6153—Pink and white... \$10.74





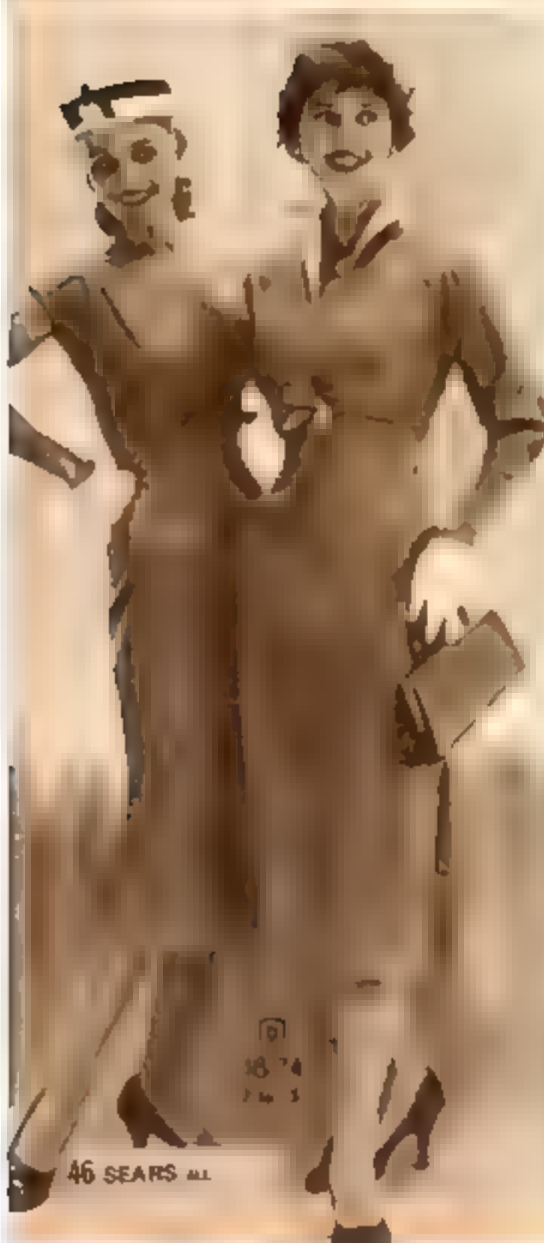
A
\$10.74
7 to 15



B
\$10.74
7 to 15

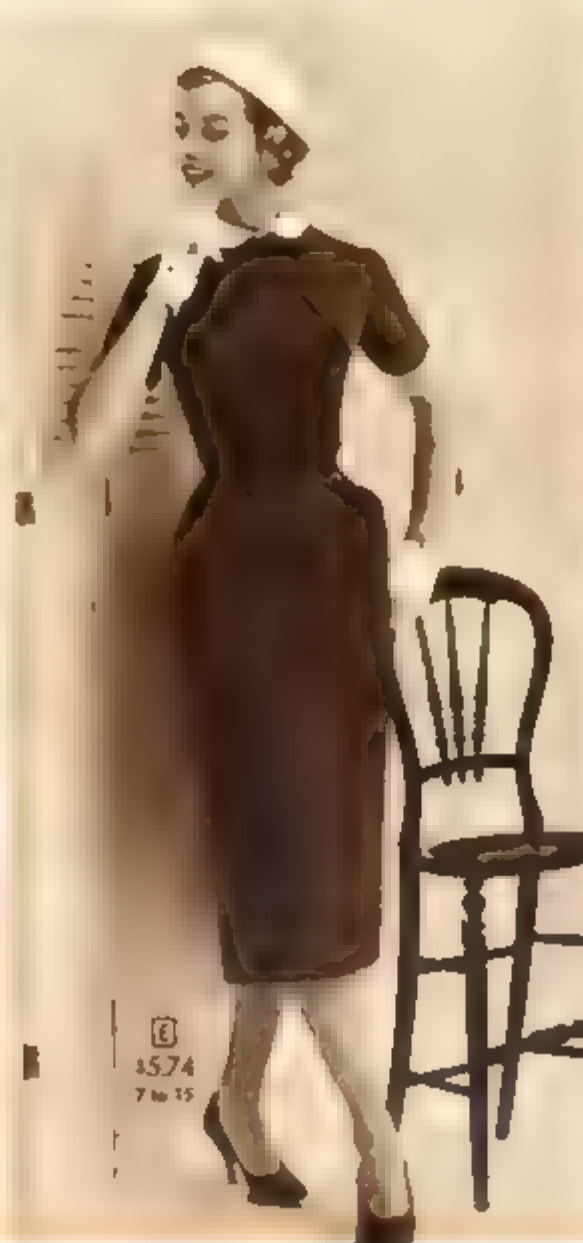


C
\$6.74
7 to 15



D
\$8.74
7 to 15

46 SEARS ALL



E
\$5.74
7 to 15



F
\$7.74
7 to 15

BEAUTIFUL PART COTTON BLENDS

.. fashioned especially for juniors

COTTON AND CUPIONI® RAYON

All 6 styles (A to F), shown on opposite page, are in this textured fabric that looks like silk shantung.

A THE TUCKED YOKE DRESS sugared with white cotton lace. This is the look that Juniors love... it brightens a busy-day schedule, is pretty enough for dating. Shirred sleeves; unpressed pleated skirt, long back zipper. Cotton and Cupioni rayon... hand wash separately. *Order correct size.*
Juniors' sizes 7, 9, 11, 13, 15. Shpg. wt. 2 lbs.
031 H 6163—Navy 031 H 6164—Black
031 H 6165—Lilac Each.....\$10.74

B THE DIAMOND PANEL-FRONT DRESS... smart cut-out design joined by rhinestones over white polished cotton. A beloved silhouette... long bodice and full skirt of unpressed pleats. Long back zipper; 2-inch hem. Cotton and Cupioni rayon... hand wash separately. *Order correct size.*
Juniors' sizes 7, 9, 11, 13, 15. Shpg. wt. 2 lbs.
031 H 6140—Copen blue 031 H 6161—Navy
031 H 6162—Orchid pink Each.....\$10.74

C THE PRINCESS DRESS... twice as fashionable this season with its big sleeves and duco-printed polka dots. 8-gore skirt; low scoop neckline and long zipper in back. Cotton and Cupioni rayon... hand wash separately. *Order correct size. Shipping wt. 1 lb.*
Juniors' sizes 7, 9, 11, 13, 15. Please measure;
031 H 3293—Navy blue with white dots \$6.74
031 H 3294—Black with white dots..... 4.74
031 H 3295—Light blue with white dots... 4.74

D THE JACKETED DRESS... a long-season outfit. The brief jacket has a bow in back, facing of white rayon taffeta with red dots. Slim, sleeveless dress has Empire yoke and bow in front... in back, a scoop neckline, long zipper, kick pleat. Belt included; 2-in. hem. Cotton and Cupioni rayon... hand wash separately. *Order correct size. Shpg. wt. 2 lbs.*
Juniors' sizes 7, 9, 11, 13, 15. *State size.*
031 H 3042—Medium gray... 2 pieces \$8.74
031 H 3043—Navy blue... 2 pieces 4.74

E THE SMART SLIM DRESS fashioned to lead a busy life. New button detail accents the softly draped bodice and set-in pockets. Detachable overcollar is white linen-look rayon. Long zipper and kick pleat in back. Cotton and Cupioni rayon... hand wash separately. *Gloves sold on page 7. Shpg. wt. 1 lb.*
Juniors' sizes 7, 9, 11, 13, 15. *State size.*
031 H 3290—Black 031 H 3291—Navy blue
031 H 3292—Deep rose beige..... Each \$5.74

F THE DEMURELY COLLARED DRESS in the princess silhouette that is so flattering to Juniors. It's a dress for travel, for office or classroom. Back of dress has long zipper, neat half-belt at waistline. Full skirt. Cotton and Cupioni rayon... hand wash separately. *Please measure; order correct size. Shpg. wt. 1 lb. 10 oz.*
031 H 5044—Sea turquoise blue..... \$7.74
031 H 5045—Navy blue..... 7.74
031 H 5046—Light cocoa brown..... 7.74

For more pretty fashions in Juniors' sizes, be sure to see the sailor dress on page 19... party dresses on pages 30 and 31... colorful cottons for summer dancing on pages 22 and 24.

MEASURE AND BE SURE... to determine your correct size, see the measurement instructions and charts on page 1420. Washability terms explained on page 1396. Sears Easy Terms available... see inside back cover.

G 66% COTTON, 34% DACRON®. Smart tucked-front bodice, full skirt of unpressed pleats. Belt trim and detachable scarf are white with fashionable polka dots. Washable. Shpg. wt. 1 lb. 2 oz.
Juniors' sizes 7, 9, 11, 13, 15.
031 H 3287—Light blue
031 H 3288—Light mint green
031 H 3289—Light yellow
Order correct size. Each \$4.74

H 65% DACRON, 35% COTTON... the easy-care blend... hand wash separately; drip dry; needs little ironing. Shirt-waist dress with convertible collar, big skirt, cotton broadcloth sash. *Order correct size.*
Juniors' sizes 7, 9, 11, 13, 15.
Shipping wt. 1 lb. 10 oz.
031 H 5039—Light blue with navy blue sash.....\$7.74
031 H 5040—Light pink with bright rose sash.....\$7.74
031 H 5041—Light green with dark green sash.....\$7.74



J THE NEW LOOK... eased overblouse, slim skirt in woven stripes Chromspun acetate and cotton seersucker... washable; needs little ironing. Button-back overblouse with tabs and cording in front, low scoop neckline in back. Back kick pleat in skirt. *Juniors' sizes 7, 9, 11, 13, 15. State size. Shpg. wt. 1 lb.*
031 H 3281—Red and white
031 H 3282—Medium blue and white
031 H 3283—Oxford gray and white... 2 pieces \$5.74

K THE SLIM CASUAL... Celaperm® acetate and combed cotton in smart woven checks. Buttoned tab step-in dress with shoulder flanges, set-in pockets, 5-gore skirt. Washable. Wt. 1 lb. 7 oz. *Juniors' sizes 9, 11, 13, 15, 17. Order correct size.*
031 H 3284—Black and white checks.....\$5.74
031 H 3285—Bright azure blue, white checks...\$5.74
031 H 3286—Orchid pink and white checks...\$5.74

J \$5.74 7 to 15

K \$5.74 9 to 17

* Dacron trademark for polyester fiber

SEARS 47



48 SEARS ALL



JUNIORS BANK ON COTTONS

big impressions for little money

SHOWN ON OPPOSITE PAGE

A CHEMISE-LOOK IN GLEN PLAID... long, lean silhouette belted at the hipline, anchored by loops. A new dress with a wonderfully easy air and becoming banded neckline. Button-back; 3-inch hem. Washable printed cotton; drip dry... needs little ironing, resists wrinkles. Order correct size. Shpg. wt. 1 lb. 3 oz.
Juniors' sizes 7, 9, 11, 13, 15, 17.
Misses' sizes 8, 10, 12, 14, 16, 18.
 031 H 4294-Black and white plaid... \$5.74

B FASHIONABLE POLKA DOTS duco-printed on fine quality broadcloth. A very pretty dress! Back has low square neckline edged with white braid; long zipper. Unpressed pleated skirt; 2-inch hem. Washable. Shipping wt. 1 lb. 2 oz.
Juniors' sizes 7, 9, 11, 13, 15. State size.
 031 H 4279-Sea aqua blue with white dots
 031 H 4280-Pink; white dots. Each \$5.74

C LENO WEAVE GINGHAM... Dan River Wrinkl-Shed® combed cotton with woven checks and stripes... washfast, won't shrink over 1%; Dri-Don finish, needs little ironing. Dress has plique over-collared and looping; gathered skirt; 2-inch hem.
Juniors' sizes 7, 9, 11, 13, 15. Measure; order correct size. Shipping wt. 1 lb.
 031 H 4281-Pink and white... \$5.74
 031 H 4282-Light blue and white... 5.74
 031 H 4283-Sun yellow and white... 5.74

D FINE BROADCLOTH... prettily detailed dress with dyed-to-match lace. Low square neckline in back; elastic in sleeves; full skirt of unpressed pleats. Long back zipper; 2-inch hem. Hand wash.
Juniors' sizes 7, 9, 11, 13, 15. Order correct size. Shipping weight 1 lb. 1 oz.
 031 H 4291-Light green... \$5.74
 031 H 4292-Lilac... 5.74

E BEAUTIFUL CORN DOT PRINT on fine quality cotton. A charming dress with scoop back neckline, long sash, very full skirt. Elasticized straps may be worn on or off the shoulders. Hand wash.
Juniors' sizes 9, 11, 13, 15, 17. Order correct size. Shipping weight 1 lb. 1 oz.
 031 H 4284-Medium sea blue and green print on black; sea blue sash... \$6.74

F EMBROIDERED COTTON of excellent quality combed yarn... washfast, won't shrink over 1%... drip dry, needs little ironing, resists wrinkles. Gaily sashed shirtwaist dress with big skirt; 2-inch hem.
Juniors' sizes 7, 9, 11, 13, 15. Measure; order correct size. Shpg. wt. 1 lb. 1 oz.
 031 H 4289-Light pink; rose sash... \$6.74
 031 H 4290-Light blue; navy sash... 6.74

G GAY DOTS AND BOLD STRIPES... washable, fine quality cotton... Sanforized, won't shrink over 1%. Smart dress has moderately scooped neckline in back; flared skirt. Drawstring jacket is cotton knit... hand wash. Shpg. wt. 1 lb. 4 oz.
Juniors' sizes 9, 11, 13, 15, 17.
 031 H 1641-Med. sea blue print on white; sea blue jacket. State size... 2-pcs. \$4.76

H SUN COLOR FLOWER PRINT on fine, sheer cotton. A beautiful dress! Low, square back neckline with rayon grosgrain ribbon edging and bow. Unpressed pleated skirt; 2-inch hem; grosgrain belt. Washable. Shpg. wt. 13 oz. Order correct size.
Juniors' sizes 7, 9, 11, 13, 15.
 031 H 4287-Sun yellow, rose and green on white; med. moss green ribbon... \$5.74

J GEOMETRIC PRINT... washable, Sanforized cotton, won't shrink over 1%. Smart-looking dress with long bodice, full gathered skirt. Moderately low square neckline and zipper in back. Order correct size. Shpg. wt. 1 lb.
Juniors' sizes 9, 11, 13, 15, 17.
 031 H 1635-Black print on white
 031 H 1636-Medium sea blue and black print on white... Each \$3.76

K GAY POLKA DOTS on washable cotton... Sanforized, won't shrink over 1%. Becoming dress with Empire bodice, gathers all around full skirt, pointed yoke in back. Rhinestone ornament; back zipper. Shpg. wt. 1 lb. State size.
Juniors' sizes 7, 9, 11, 13, 15.
 031 H 1637-Red with white dots
 031 H 1638-Sea turquoise blue with white dots... Each \$3.76

Jewelry sold on pages 25A and 25B. Hats sold in Millinery Section; bags in Handbag Section.



L WOVEN CHECK GINGHAM with a leno weave... excellent quality; wrinkle-resistant; washable. Lace-trimmed shirtwaist dress with full gathered skirt.
Juniors' sizes 7, 9, 11, 13, 15. Order correct size.
 031 H 1639-Lilac and white
 031 H 1640-Pink and white
 Shpg. wt. 1 lb... Each \$4.76

M POLARIZED COTTON... soft lustered fabric; wrinkle-resistant; washable. Coat dress with smart panel effect edged in lace; gathers all around full skirt. Shpg. wt. 1 lb. Order correct size.
Juniors' sizes 9, 11, 13, 15.
 031 H 1633-Lilac... \$4.76
 031 H 1634-Wedgwood (medium) blue... \$4.76

Measure to determine your correct size. For instructions and measurement charts see page 1420. Sears Easy Terms are available... see inside back cover for details.

Washability terms explained on page 1396

GLAMOUR COMES IN MANY SIZES..



A \$16.50
14½ to 24½
38 to 44

B \$12.70
14½ to 24½



↑ C \$13.70
14½ to 22½

D \$19.70
14½ to 22½
12 to 20

For hats, see hat section
For jewelry, see
pages 25A and 25B

E \$15.50
12½ to 22½

